



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)**

**"VINTAGE HARDWOOD FLOORING"**

**BUSINESS PROPOSAL**

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TABLE OF CONTENT	PAGE
LETTER OF SUBMISSION	
ACKNOWLEDGMENT	
1.1 INTROUCTION OF BUSINESS PLAN	3
5.0 INTRODUCTION TO ADMINISTRATION PLAN	17
6.0 INTRODUCTION TO MARKETIONG PLAN	37
7.0 INTRODUCTION TO OPERATION PLAN	71
8.1 INTRODUCTION TO FINANCIAL PLAN	92
9.0 CONCLUTION	114
APPENDIXED	

*1.1 intro of bus  
5.0 admin plan  
6.0 marketing plan  
7.0 operation plan  
8.1 financial plan  
9.0 conclusion  
Toc!*

**SUBMISSION LETTER**

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**SARAWAK**

22 JANUARY 2007

Sir,


**RE: Submission of Business Plan**

As a representative of our company, "**Vintage Hardwood Flooring**" would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all five of us, ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever '**Vintage Hardwood Flooring**' became a reality. We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence and innovativeness in order to overcome all forms of obstacles and risks, all of which we have learnt as we attempted this business plan.
3. Your undying attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is insufficient to express our words of gratitude for all the knowledge that you have passed on to us as well as your continuous effort in assisting us as much as you can in completing this business plan.

Thank you.

Yours faithfully,

  
**(AHMAD TARMIZI BIN ABU BAKAR)**  
General Manager/Administration Manager

## 1.1 INTRODUCTION OF BUSINESS BACKGROUND

Nowadays trends, people will do anything to ensure their home looks beautiful and have its own identity. Based on this reasons, we can see there is a big opportunity and potential in producing laminate flooring that can fulfill the demand from people. So, we have reached an agreement to establish our business to produce laminate flooring to customers who want to make a renovation of their home.

Our location of business is at the Kuching city, especially at the Bdc. We choose the location is because this area has a big market and demand of the people is higher. This situation will create opportunity potential for our business to complete with other competitors.

We believe that our business can expand very well but it depends on our strategies especially in marketing aspect. Before we start our business we have to count the risks and unpredictable circumstances such as competitors, economic downturn, demand of people, changing of timeline, and population size.

From the financial aspect, we are well prepared in order to face unpredictable situations. In order to run our business we went through several legal stages. Bdc, is the most potential place to achieve our business goals and objective.

#### 4.2 EXECUTIVE SUMMARY

The name of the company that we plan is **Vintage Hardwood Flooring**. The business is in the form of partnership, which consists of five members. Each partner contributes certain amounts of cash as agreed in our agreement. Our **business activity** provides services of hardwood flooring. Our business will be operating in Bdc, Stampin Kuching.

All partners are entitled to participate in the business management. We have agreed that Ahmad Tarmizi Bin Abu Bakar is the General Manager and Administration Manager, Mohd Noor Asraff is the Marketing Manager, Fabian Marshall is the Operational Manager and John Boy is the Financial Manager. The company will be totally own and manage by bumiputera. We will locate our company at Bdc, Stampin. We make decision to locate it there because for us the place is very strategic. Now there are a lot of new housing project developmet at Bdc area.

The **General Manager** is responsible in controlling, leading, organizing, and planning the entire business. The company is lead by the general manager that is Mr. Ahmad Tarmizi. He is the owner and the main head of the company. The management will be lead by him and assisted by other four shareholders. **Administration Manager**, who is responsible for the entire jobs related to office administration. The second member is the **Marketing manager**, who is responsible in preparing marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies. Mr. Mohd. Noor Asraff. He is the Marketing Manager. He will be the "ambassador" for our company because he has the natural skill to speak with customer and a lot of public people. The third member is the one who controlled and monitor the operation of our business that is **Operation Manager**. Mr Fabian Marshall is the Operation Manager. He will be the one that manage gate products that the company