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SAMARAHAN CAMPUS**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

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CONTENT	Page
1.0 INTRODUCTION OF THE COMPANY	1
1.1 NAME OF THE COMPANY ✓	1
1.2 NATURE OF THE BUSINESS	1
1.3 PURPOSE OF THE BUSINESS PLAN ✓	2
1.4 FUTURE PROSPECT OF THE BUSINESS ✓	4
2.0 BUSINESS BACKGROUND ✓	5
2.1 LOGO	6
2.2 LOCATION OF BUSINESS	7
2.3 VIEWS OF THE PREMISE	8
3.0 PARTNERS BACKGROUND ✓	10
4.0 CAPITAL CONTRIBUTION	14
5.0 PARTNERSHIP AGREEMENT	15
6.0 ADMINISTRATIVE PLAN →	20
6.1 ADMINISTRATIVE OBJECTIVE	22
6.2 VISION AND MISSION STATEMENT	23
6.3 EMPLOYMENT BENEFITS	24
6.4 ORGANIZATIONAL CHART	27
6.5 SCHEDULE OF STAFF RESPONSIBILITIES	28
6.6 SCHEDULE OF REMUNERATION	30
6.7 LIST OF OFFICE EQUIPMENT	31
6.8 LIST OF OFFICE SECURITY	32
6.9 OFFICE FURNITURE	33
6.10 LIST OF RENOVATION EXPENSES	34
6.11 LIST OF OTHER EXPENSES	34
6.12 LIST OF OFFICE STATIONARIES (OTHER EXPENDITURE)	35
6.13 LIST OF OFFICE STATIONARIES ( MONTHLY)	36
6.14 ADMINISTRATION BUDGET	36
6.15 OFFICE LAYOUT	38
7.0 MARKETING DEFINITION	41

## **EXECUTIVE SUMMARY**

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of producing our goods. Without such conditions, the business cannot run properly and organizational goals will not be achieved. These conditions must be achieved in order for the business to take position in the first place.

Firstly, the organization has to attain a business or trade license from related authorities due to the organization's location. The organization must be registered and recognized by the particular departments of government in food product.

Secondly, the needs and demands of the customers are to be recognized in order to satisfy them. This will be achieved by producing high quality "*roti jala*" and curry that interest all parties. When these requirements are fulfilled, the organization can maximize the profits from the business and increase the number of customers.

Thirdly, all the machineries, equipment and materials will be checked and re-checked to ensure no contamination on the goods and avoiding risk to customers' health when purchasing our organization's products. This is important not just for the purpose of gaining customer, but also in order to sustain the trust and existing numbers of customers. It is their rights according to the law to buy and purchase quality products from the providers, and must also be treated in a proper order.

Fourthly, in order to run an organization, a sufficient amount of human resource is needed in order to produce "*roti jala*" and curry of high quality standards and maintaining the main workplace in the long run. The workers must be qualified, experienced, have a wide knowledge on producing "*roti jala*" as well as curry and





### **1.3 PURPOSE OF THE BUSINESS PLAN**

The business plan is prepared for various reasons. Among the main reasons are:

1. To allow entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical matter.

By using the plan, entrepreneurs will have strong and well-grounded information to supplement the planning as well as the decision-making process. This way, CurryBang House has more realistic plan.

2. To analyze and evaluate the capability of a proposed venture.

A plan can be used to determine the usefulness and capability of a proposed business venture. The information gathering and analysis that is done as part of preparing the business plan can give early indication as to the capability of a project. Thus, the entrepreneur can make a better judgment before investing in the proposed venture.

3. To convince relevant parties of the investment potential of the project.

The plan can also be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a plan will boost the confidence of interested parties to finance the cost of the venture. Potential investors may include financial institutions, private investors, suppliers and also the government agencies.

4. As a guideline for business management.

The plan can further be used as a guide for managing the proposed venture. In preparing it, the entrepreneur has laid down the plans and strategies for running

## **6.0 ADMINISTRATIVE PLAN**

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All these aspect extremely assists in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to gain profit. Besides that, administration also includes the allocation of resources to avoid wasteful besides can give a better in develop the profit based on requirement of every department.

Another responsibility of administration is to determine the process in achieving the organizational goals where this administration needs to ensure all the department cooperates with each other. The administration departments also play an important role to make a decision making in company. Other than that, administration department regulate a rule and also control employees and welfare to customers and employees.

Apart of that, it must be able to provide better service for the employees. For example welfare, allowance, SOCSO, EPF and other benefits to make the employees feel secure. For the customer's aspect, we also emphasize the customer satisfaction. This is because customers are a valuable asset to our business.