



**UNIVERSITI TEKNOLOGI MARA CAWANGAN
KEDAH KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENEURSHIP ETR300

AIR SHOPPE

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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5. Mohd. Farid bin Rosli.

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Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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TABLE OF CONTENT

ASSIGNMENT LETTER

TABLE OF CONTENT

<i>LETTER OF TRANSMISSION</i>	4
EXECUTIVE SUMMARY	7
PREFACE	9
ACKNOWLEDGEMENT	11
PARTNERSHIP AGREEMENT	12
INTRODUCTION	16
↳ Background of business	
↳ Location and map	
PURPOSE OF PREPARING THE BUSINESS PLAN	22
PARTNERS BACKGROUND	23
COMPANY LOGO	32
↳ <i>Description of logo</i>	33
ADMINISTRATION PLAN	34
↳ Organization mission	35
↳ Objective	37
↳ Organization strategy	38

EXECUTIVE SUMMARY

AirShoppe was initially planned to be a venture to cater the demand of kite flyers particularly in Penang for better quality products. Although we work in the initial stage but we've given effort and our full commitment with professionalism. We also worked as to act with customers' best interest in mind besides giving opportunity to bring out this already well-known game but only lack of exposure among people. We also are happy to introduce modern types of kites among Malaysians, which are unbelievably common in other parts of the world.

At this stage we obviously are not able to produce our own product bearing our own name but that will be our future target. This comprehensive proposal will consist the overview of the business comprising administrative, marketing, operational and financial plan.

The administrative plan was carefully tailored to ensure that all managerial needs for this venture is explored and elaborated for a sound administrative management and good human resource strategies. The plan emphasized on the office management of the company, the projected cost for furnishing the office and also the monthly administrative expenses such as utility bills and personnel salaries that would be incurred. The next part of the plan includes the planning for managing the human resource of the company. This includes salary structure and financial incentives for all workers.

The next plan is the most important part of our company that is the marketing plan. It includes primarily survey of the market for the business, consisting all the

possible competitors and their market share in our market area. This analysis which incorporating the strengths and weaknesses of all companies in the same business or *subsidiary business in our case, is vital for us in order to make sales forecast from the first month to the next 3 years, and as well as design the firm's marketing strategy to meet our forecasted returns.*

The next plan taken into account is the operational which is the core part of most businesses. This plan includes the list of necessary needs on generating our operational requirement and the flow of our products. The main objective of this business plan is to *guide the business activity and satisfy our customers' needs and desire especially to all kite lovers.*

The final part of this proposal would be the financial plan. This plan would be able to explain from where the financial resources are gathered in terms to let us all aware of the overall plan being laid. In addition, the financial plan is suppose to be able to control the business' financial inflows and outflows. The yearly financial statement prepared would be able to show the projected profits and the financial position of the company at the end of the accounting period.

After all these effort on this comprehensive plan, we do hope, along with all the hard work and a little bit of luck all the objectives stated above could be accomplished. InsyaAllah.