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SMART SECURITY SYSTEM AND SERVICES

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CONTENT

NO.	CONTENT	PAGE
1	EXECUTIVE SUMMARY	4
1.1	ACKNOWLEDGEMENT	5
1.2	INTRODUCTION	6
1.3	PURPOSE OF BUSSINESS PLAN	7
1.4	BUSSINESS BACKGROUND	8
1.5	LOGO DESCRIPTION	9
1.6	LOCATION	10
1.7	BUSSINESS PARTNER BACKGROUND	11-14
1.8	PARTNERSHIP AGREEMENT	15-16
2	ADMINISTRATIVE PLAN	17
2.1	INTRODUCTION	18
2.2	ORGANIZATIONAL PLAN	19
2.3	ORGANIZATIONAL STRATERGIES	20
2.4	MANPOWER PLANNING	21-23
2.5	OFFICE LAYOUT	24
2.6	ORGANIZATION CHART	25
2.7	COMPENSATION AND BENEFITS OF WORKERS	26-27
2.8	SCHEDULE OF REMUNERATION	28
2.9	LIST OF OFFICE EQUIPMENT AND SUPPLIES	29
2.9	ADMINISTRATION BUDGET	30



INTRODUCTION

In order to run a business more efficient and effective, there are certain criteria and conditions that are needed to be fulfilled. These require the involvement of effort and precision and distributing our services. These conditions will help in achieving our goals and will bring the business to be known.

Firstly, the organisation must attain business or trade license from related authorities for the organisation's location in the market. In other words, the organisation must be registered and recognised by the particular departments of government.

Secondly, the demand and need of the clients must be recognised in order to satisfy the clients. This can be achieved by providing quality services that will gain interest to all parties and most importantly to the clients. When the requirement is fulfilled, the business can take step ahead to gain more profits and even gain more clients.

Thirdly, all the equipment and machineries that the business has must be checked and re-checked in order to avoid risk for the clients using it. The equipment and machineries must be in good form and no damage. Clients' safety must be at the top priority in our business because the risk comes mainly in our equipment and machineries provided. It is not only for the purpose of gaining clients to the business but also help in gaining their trust so that the numbers of clients will increase. It is their right according to law to enjoy the best quality services from the providers and must be treated of proper order.

Lastly, to run an organisation, a sufficient human resource is needed in order to produce business of high quality standards and maintaining the workplace in the long term. The worker employed must be qualified, experienced, have a wide knowledge on our business and most importantly they know how to handle this type of business.

These conditions need to be prepared before starting a business. All of this condition will change the customers' expectations on the business provided. This also ensure the business will run smoothly and will achieving the business's goal.



PURPOSE OF BUSINESS PLAN

The Business Plan is prepared for multiple reasons. The reasons of preparing it are listed below:

1. Allows entrepreneur to view and evaluate the business venture in an objective way; critically and practically.

Having a Business Plan, entrepreneur will have strong and reliable information to support the plan as well as the decision making. By having this, Smart Security System and Services will have a secure and achievable plan.

2. As the guideline for managing the business.

The Business Plan is important as a guide for managing a business venture. Business Plan will help to ensure the business venture running smoothly. The entrepreneur have planned and put strategies for running the business venture. These strategies will be a benchmark for entrepreneur to maintain the business.

3. To analyse and evaluate the capability and lifespan of a proposed business venture.

By having a plan, we can see the capability of the business and also will give the glimpse of the lifespan of the business. By making a research, the information are gathered together and analyse to obtain a certainty that the business is fully capable. In addition, the entrepreneur can make a firm decision on the business chosen.

4. To convince relevant parties about the potential investments in order to raise capital and gaining support for the business venture.

The plan can be used as a communication medium to convince investors and bankers to raise capital by referring to the viability of the proposed business venture. It is also help gaining support from investors and bankers as well as the suppliers and government agencies to continuing the business venture.

5. Effectively distribute resources needed for the business venture.

Small business usually have limited amount of resources. These resources must be distributed effectively to avoid any wastage or inadequate resources. In addition, it will ensure that optimum returns on investment that has been made. The business plan can help in planning, distribution and monitors all the



INTRODUCTION

In order to start a good business, it needs a proactive and productive way of management which can run the organization effectively and efficiently. A good business management can be achieved when everyone contributes well, takes their responsibilities and being able to carry out a great working performance. In particular, the shareholders must be able to identify the potential and abilities possessed by the company which can actually boost the morale of working within the organization. In addition, personnel of the company are also important to accomplish the mission and vision of the company, maximizing the profit and improving the reputation of the company.

There are several important aspects that need to be well thought-out. In order to reach all of the company's goals, the shareholders are predisposed to put together the company's policy and modus operandi to ensure the accomplishment of business mission, vision and objectives. Suitable positions and expected responsibilities had been given to all of the shareholders according to their educational background, skills and abilities in order to ensure the company runs efficiently.

In dealing with the company, the administration will try to create a contented and responsive atmosphere for all those who are working together in the company in order to maintain high satisfaction from all of the valuable customers. The company will put all efforts; towards the advancement of the business at the same time commencing all the required promotion of the company products in order for it to become well known to would-be customers in the city area.