

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

DE' GREEN SURPRISE SDN BHD

PREPARED BY:

SHARIF AZMI BIN ABDURAHMAN
HERIL BIN DARWING
MOHAMMAD FARIZAL BIN YARABE
JUMARANG BIN MANSUR

JULY – NOVEMBER 2009



TABLE OF CONTENTS

BIL	<u>ITEMS</u>	PAGES
<u>1</u>	<u>SUBMISSION LETTER</u>	iv
<u>2</u>	<u>ACKNOWLEDGEMENT</u>	vi
<u>3</u>	<u>INTRODUCTION OF ORGANIZATION</u> <ul style="list-style-type: none"> • INTRODUCTION • COMPANY LOGO • BUSINESS PURPOSES • BUSINESS BACKGROUND • BUSINESS PARTNER • PARTNER SHIP AGREEMENT 	1-14
<u>4</u>	<u>ADMINISTRATION PLAN</u> <ul style="list-style-type: none"> • INTRODUCTION • COMPANY VISION,MISSION AND OBJECTIVES • BUSINESS LOCATION • COMPANY ORGANIZATION CHART • ADMINISTRATION PERSONNEL • SCHEDULE OF TASK AND RESPONSIBILITIES • SCHEDULE OF REMUNIRATION • WORKERS INCENTIVE SCHEME • ADMINISTRATION OFFICE LAYOUT • OFFICE EQUIPMENT AND SUPPLY • ADMINISTRATION BUDGET 	14-28
<u>5</u>	<u>MARKETING PLAN</u> <ul style="list-style-type: none"> • INTRODUCTION • PRODUCT AND SERVICE DESCRIPTION • TARGET MARKET 	29-54



	<ul style="list-style-type: none"> • MARKET SIZE • COMPETITION • MARKET SHARE • SALES FORECAST • MARKETING STRATEGY • MARKETING PERSONNEL • MARKETING BUDGET 	
6	<p><u>OPERATION PLAN</u></p> <ul style="list-style-type: none"> • INTRODUCTION • OPERATION OBJECTIVES • PROCESS FLOW CHART • RAW MATERIAL BILL • MACHINES AND EQUIPMENT • OPERATION PERSONNEL • SCHEDULE OF TASK AND RESPONSIBILITES • REMUNIRATION SCHEDULE • OPERATION SPACE LAYOUT • LOCATION • BUSINESS HOUR • OPERATION BUDGET 	55-81
7	<p><u>FINANCIAL PLAN</u></p> <ul style="list-style-type: none"> • INTRODUCTION • FINANCIAL PLAN OBJECTIVES • FINANCIAL PLAN STRATEGIES • FINANCIAL PERSONNEL • ADMINISTRATION BUDGET • MARKETING BUDGET • OPERATION BUDGET • SALE PROJECTION BUDGET • PURCHASE PROJECTION BUDGET • PROJECT IMPLEMENTATION COST 	82-114



	<ul style="list-style-type: none">• ECONOMIC LIFE AND DEPRECIATION METHOD• RATE OF TAXATION• SOURCE OF FINANCE• DEPRECIATION SCHEDULE• LOAN AND HIRE PURCHASE AMMORTISATION SCHEDULE• PRO-FORMA CASH FLOW STATEMENT• PRO-FORMA INCOME STATEMENT• PRO-FORMA BALANCE SHEET• FINANCIAL RATIO	
<u>8</u>	<u>CONCLUSION AND RECOMMENDATION</u>	115
<u>9</u>	<u>APPENDICES</u>	116



1.0 INTRODUCTION

De' Green Surprise is a business that is focusing on producing snack based on cendol. Our products are variety and it's basically made from cendol. The cendol is being on demand where we can found in every state in Malaysia.

We are concerning of the new receipt of cendol, therefore it can be commercialized widely in our country. We are also trying to make this traditional snack to be one of the main menu in every single meal by our added value of recipe.

Our market target is focusing on every stage of ages and since it is the traditional snack, we try to attract the youngsters to appreciate our local food instead of buying the western food. For the time being we are trying to commercialize our product locally because it needs time big investment to enter global market.

Last but not least, we hope our product will be accepted by everyone and indirectly can contribute to the national income ever.