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UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA**  
**MUKAH CAMPUS SARAWAK**  
**FACULTY OF BUSINESS MANAGEMENT (BM111)**  
**FUNDAMENTAL OF ENTREPRENEURSHIP**  
**( ENT 300 )**

Group Assignment:



**SweVen Dessert**

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## **SUBMISSION LETTER**

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16 January 2015

Miss,

### **RE: SUBMISSION OF BUSINESS PLAN**

As a representative of our company, SweVen Dessert, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.

Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

## 1.1. EXECUTIVE SUMMARY

The name of our company is SweVen Dessert. The business is in the form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main activity business is dessert based with café house concept. We provide the place for the customer to enjoy their dessert, parties or any event in our café. Our concept is also accurate and suitable with the campus way of life and office worker. There are no sleeping partners and all are entitled to participate in the business management.

We had agreed that Linna Aga as our general manager, Nur Alina binti Jelihi as the Operation Manager, Norshahila binti Mohamad Reli as Administration Manager, Nur Siti Syaquera binti Zackaria as Marketing Manager and Fiariza binti Jureng as Financial Manager. The selection of General Manager is based on consensus among all partners and selected based on experience, skills and ability of the partner. The management team will be led by the General Manager and assist by the other managers.

The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

*Copies*

## **1.4: INTRODUCTION TO BUSINESS PLAN**

The business plan of SweVen Dessert is proposed so that can be undertaken comprehensive manner. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business which provides fruit- based with café house concept. The business is form of enterprise which consists of five shareholders.

All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.

In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas knowledge in order to gain profit and achieve high productivity time to time.