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UNIVERSITI TEKNOLOGI MARA SARAWAK

KAMPUS KOTA SAMARAHAN

FACULTY OF ADMINISTRATIVE SCIENCE

AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

THE CABIN

(KARAOKE LOUNGE)

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TABLE OF CONTENTS

INTRODUCTION	PAGE
1.0 ACKNOWLEDGEMENT	2
1.1 EXECUTIVE SUMMARY	3
1.2 PURPOSE OF BUSINESS PLAN	4
1.3 PARTNERSHIP AGREEMENT	5
1.4 COMPANY BACKGROUND	8
1.5 COMPANY'S NAME AND LOGO	9
1.6 PARTNER'S BACKGROUND	10
1.7 LOCATION OF BUSINESS	14
ADMINISTRATION PLAN	
2.0 INTRODUCTION TO ADMINISTRATION PLAN	16
2.1 ORGANIZATIONAL VISION	16
2.2 ORGANIZATIONAL MISSION	17
2.3 ORGANIZATIONAL OBJECTIVES	17
2.4 SHAREHOLDER	18
2.5 ADMINISTRATION STRATEGIES	18
2.6 MANPOWER PLANNING	19
2.7 ORGANIZATION CHART	20
2.8 EMPLOYEE TASK AND RESPONSIBILITY	21
2.9 COMPENSATION AND BENEFIT FOR WORKERS	25
2.10 LIST OF OFFICE FURNITURE AND FITTING	26
2.11 LIST OF OFFICE EQUIPMENT	27
2.12 OFFICE LAYOUT	28
2.13 SALARY AND SCHEDULE OF MANAGERS REMUNERATION	29
2.14 ADMINISTRATION BUDGET	30

1.1 EXECUTIVE SUMMARY

The name of our company is The Cabin. The business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is karaoke which our concepts are Mediterranean Cabin concept. We are going to name each of our room using woods name. We provide the Mediterranean experience for our customer. We do operate the karaoke lounge type of service that the customer must go to the counter and ask for a room for a certain hours. These concepts are established due to the modern contemporary style of living people whom seeks to find a place for entertainment and releasing stress. Our business operation is on 12a.m to 2 a.m every day.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that MohdRidzuan bin Rosman is our General Manager and Administration Manager, Alexandria Sarah Yvonne Bayang as Marketing Manager, An'nisaFatinFarhanabintiRamlee is the Operation Manager, Bill Clinton BumaakBanyi as Financial Manager and The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

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.

1.2 THE PURPOSE OF BUSINESS PLAN

The purposes of our business plan are as follows:

As a business guideline

The business plan consists of planned strategies and the rules and regulations. Thus, it becomes our comprehensive guideline in our daily operation. As a guideline, it can avoid the confusion thus it gives the clear direction to achieve the goals.

To maximize the profit and avoid wastage

In business plan, the details about the budgets and the way to utilize it, is clearly identified. The effective and efficient management of cost will decrease the cost and at the same time maximize the profit. Through the business plan, the budget is preferred to be utilized only for the related expenses and the unrelated expenses must be avoided as to decrease costs.

To apply loan from a financial institution to establish our business

A good business plan will enable us to convince the financial institution to provide loan. Basically, the financial institution such as banks will only provide loan to the business that they trust will bring profit and able to repay it. We are going to apply loan from the Bank Rakyat due to the fact that Bank Rakyat is more convenient in applying loan.

2.0 INTRODUCTION TO THE ADMINISTRATION PLAN

A good administration is important in order to achieve a successful business. Administration is consists of a group that running the activities of administration and have an authority to administer an organization and they are consists of General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. Administration department also helps company to become effective and efficient business. Therefore, it is important for the company to set up their vision, mission, goals, objectives and strategies.

2.1 ORGANIZATIONAL VISION

Our company had stated the vision which may help and improve our company's performance sothat our business will run smoothly. Our company vision is stated below:

1. To get the most out of profits and diminish any unnecessary losses.
2. To offer top notch goods to the customers with quality services to ensure the customers' satisfaction.
3. To achieve the favorable karaoke lounge in Malaysia and become honorary role model to other entrepreneurs who wish to join in the same business.
4. To set up our own branches throughout the country and stepping out to the international borders.
5. Our company vision is to introduce and practice a decent, modem and efficient karaoke business in Malaysia, with high quality services.