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اَوْنُوْرَسِيَّتِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

ESPRIT DE CORP

AP1144A

Prepared by :


- | | |
|---------------|--|
| 1. 2010446786 | Iqbaal Hakim bin Sariee @ Sariai |
| 2. 2010207208 | Iflin bin Hashim |
| 3. 2010823896 | AbangMohdElnaSyairilniezam bin Abang Let |
| 4. 2010451856 | Syed MohdZahiruddin bin Wan MohdSalleh |
| 5. 2010241696 | MahfuzFikri bin Marzuki |

Lecturer's name :

Sir JatiKasuma

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Executive Summary

The name of our company is Esprit De Corp. The business is in the form of partnership, which consists of five members. Each partner contributes certain amount of capital as agreed in our agreement. Our business activity focuses on physical fitness centre. We also provide cafe for the customers. Our company located at L 3170 SL 69, Jln Datuk Mohd Musa, Taman Desa Ilmu, 94300, Kota Samarahan, Sarawak.

The members of the shareholder compromise of the following members,

Name	Position
Iqbaal Hakim bin Sariai@Sarjee	General Manager
Abang Mohd. Elna Syairilniezam bin Abang Let	Marketing Executive
Iflin bin Hashim	Operational Executive
Mahfuz Fikri bin Marzuki	Administration Executive
Syed Mohd Zahiruddin bin Wan Mohamad Salleh	Financial Executive

Introduction Administration Plan

In order to run the business, an organizations need to be productive and proactive management. All partnership members must involve in strategic management. This is to ensure all the work can be done effectively and efficiently. All members must know their responsibility in the organization and contribute in order to achieve the objective of the business.

Administration is the important way to make the business more organize. The administration will manage the business in process of planning, organizing, leading ad controlling so the business will be more effective to be manage.

Introduction to marketing plan.

Marketing is one of the important elements in business area. Marketing is the critical activity in any business because it forms the backbone to the total business effort in achieving a profitable outcome. Any entrepreneur who wants to form a stronghold in the business area needs to understand the marketing definition in detail so then they will know how to plan good marketing strategies besides of guiding them on how to perform their business strategies systematically.

Philip Kotler defines marketing as the societal process by which individual and group obtain what they need and want through creating, offering, and freely exchanging product and services of value and others. The scholar identify that marketing is to fulfill the customer needs and wants. They offer various services and product to achieve the customer expectation. The customer needs are not limited however the resources are limited to fulfill all the need of the customer.

Thus, effective marketing start with reorganization of customer need and the work backward to devise product and services to satisfy these needs. In the way, we can satisfy customer more efficiently in the present and the anticipate change in customer more accurately in the future. In the marketing it should focus on the building long term customer relationship in which the initial sales is viewed as beginning steps in the process, not as an end goal. As a result, the customer will be more satisfy and will give more profitable to company.

The principle task of the marketing function operating under marketing concept is not to manipulate customer to do what suits the interest of our business, but rather to find effective and efficient means of making the business do what to suit the interest of the customers. However, the effective marketing, as defined, requires that consumer needs comes first in organization decision making. One qualification to this statement deals with the question of the conflict between consumer want and society needs and wants.