



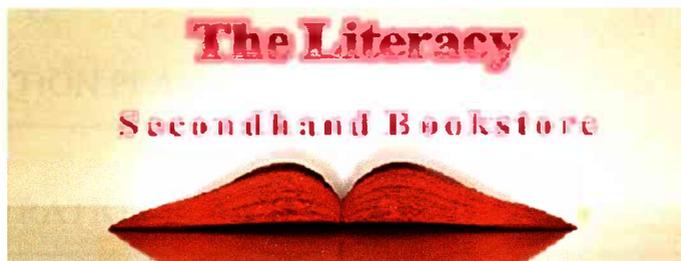
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTERPRENUERSHIP (ENT300)

BUSINESS PROPOSAL:

THE LITERACY SECONDHAND BOOKSTORE



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EXECUTIVE SUMMARY

As a fulfillment for the ENT 300 course, we are required to do a business proposal. We had come up with several businesses and we choose to open a secondhand bookstore as our business. The name of the secondhand bookstore is THE LITERACY SECONDHAND BOOKSTORE. It is located at N0. 8 Ground Floor, Lot 6288 Palm Villa, JalanDato' Mohd Musa, 94300 Kota Samarahan, Sarawak.

THE LITERACY SECONDHAND BOOKSTORE consists of four partners where the General Manager, Widya Hana NurulhudaBintiMohdSalihin is also the Administrative Manager, Joanna AnakJohnichalRayong as the Marketing Manager, UmmairaNurfazillah as the Operation Manager and Rachel Anak Edwin as the Financial Manager. Each partner contributes a certain amount of money as agreed in the agreement. THE LITERACY SECONDHAND BOOKSTORE specializes in secondhand books where we offer secondhand books to customers.

The General Manager leads the business as the leader in the company. All the activities such as planning, leading, organizing and controlling will be monitored by the General Manager and with help of other managers. The Administrative manager plays a role where the office administration will be taken care by the manager. The Marketing Manager is responsible in preparing the marketing plan which consists of identifying marketing strategies, target market, market size and market share and as well as developing sales forecast. The Operation Manager will take control and monitor the overall operation of the business. The Financial Manager plays a vital role in the business where all the financial reports will be handled by the financial Manager.

ACKNOWLEDGEMENT

First and foremost, we would like to thank God for His blessings that we were able to finish this business proposal. Besides that, we would like to express our deepest gratitude to our supervisor Sir AbangSulaimanAbangNaim for his guidance and advice throughout the project. Without his guidance and advice, we would not be able to finish the project on time.

A special thanks to our group members Widya Hana NurulhudaBintiMohdSalihin, Joanna AnakJohnichalRayong, Rachel Anak Edwin and UmmairaNurfazillahBintiBusari for the cooperation and for the support throughout the entire project. The commitment among members is important in completing the business plan. We would also like to thank our classmates for being supportive and helping us regarding the things needed for the business plan

Not to forget, we would like to thank our parents for supporting us financially, moral support and encouragement. Last but not least, thank you to the owner of a bookstore who has given us much information needed for the project and answering all the questions that are required in order for us to get all the data that can help us in completing the project.

INTRODUCTION

1.1 Name of the Company

The name of our company is The Literacy Secondhand Bookstore. This business is in the form of partnership which consists of four partners. All of the partners agreed to give the name of the company as The Literacy Secondhand Bookstore. Literacy means the condition or quality of being literate especially the ability to read and write. Secondhand bookstore where we offer secondhand books to customers. The combination of the Literacy Secondhand Bookstore means we offer secondhand books to customers and our bookstore will make customers gain knowledge and the quality of being literate. Secondhand books are affordable and many customers want to buy books at cheaper price and this is where we play our role as a secondhand bookstore.