



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION
AM110**

**FUNDAMENTAL OF ENTREPRENEURSHIP
ETR300
“BORNEO CAKE HOUSE”**

**SHAH BANDI B ABDILLAH
IZUANDI BIN HAJI IBRAHIM
NUR AIN BT ASMANTOR
SITI HAJIJAH BT PAUZI**

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EXECUTIVE SUMMARY

The name of our company is BORNEO CAKE HOUSE. The business is in the form of partnership which consists of five partners only. Our company's main business activities are providing cakes, bread and biscuit to the public figure. Our business will be operating as at Lot 94, premier 101, Jalan Tun Jugah, 93350 kuching, SARAWAK. Our company will loan from the Majlis Amanah Rakyat (MARA) amounting to RM 50000 for 4 years with 5% interest flat rate for start up capital and for our own contribution, the partners will contribute according to the percentage that have been agreed by all the partners which amounting to RM 25,000.00

It will be open on 1st January 2009. All partners are entitled to participate in the business management. All the partners agreed to appoint Shah Bandi b. Abdillah as the General and Administrative Manager while Operational Manager goes to Siti Hajjah Bt Pauzi, Our marketing manager is Izuandi Bin Hj. Ibrahim and our financial manager is Nu rain bt Asmantor. The management team is lead by General Manager and assisted by other Manager.

The reasons why the share holders chooses this type of businesses because of there are a lot of demand especially among the people from the various ages. We are focusing in three events that have highly demand that will increase our production in sale. For the example, in the Function Occasion, we can provide cakes and cookies while on celebrations, we will produce a traditional cookies based on the customer demand.

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1.2. COMPANY LOGO



This is our company logo, which means the Borneo Cake House logo is under the progress to establish our company.

First of all, the colors that we choose such as green, red and yellow in our company logo have each meanings and purpose. The green color means to show we sell halal products and we care for our nature. Meanwhile the red color shows that our cakes, cookies and breads that we sell are freshly baked from the oven. Other than that, the yellow color means that the sweetness and fabulous taste of our cakes, cookies and breads.

Moreover the image of breads at the centre of the logo means that we are producing a various types of cakes and bakery. In addition, the shape of circle images means that our product is zero defects and it also means ORIGINAL RECIPE. The word BORNEO means that our company established in Borneo and one of our products which are Sarawak Layer Cakes are originates from Borneo.

2.1 INTRODUCTION

Administrator is one of the most important position in the company and also vital position whereby the administrator is the one who are setting up a business that concern with the matter of resources in determine the process in achieving the organizational goals. Usually, the organization there is an administrator body that looks into the process of management to ensure that the organization can run systematically and efficiently.

Administrator also is very important for internally management of personnel. The structure will well define the functional line and management relationship between all the staff. A well-defined functional line also leads towards the effectiveness in execution of task. This is because the right duty and order being given to the right person to handle it.

The mission and vision of a company may also set by the administration. Other than that, they are also ensuring that every resource is giving out to every department fairly. In addition, the administration must be able to communicate and cooperate with other organization that will become more advantage and benefits to the company.

Subsequently, this also could ensure the accuracy of information received by the staff since they are well organized. Therefore the administration structure will ensure and easy and systematic workflow line of the organization.