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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



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1.0 GENERAL PLAN

1.1 Introduction

We must have an efficient and comprehensive method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in management. To make sure our objective can be accomplished we have to put our effort in preparing this business proposal.

Marketing, production and financial aspect must be considered which consist of a complete term of management that is planning, organizing, leading, and controlling. All this aspect really assists in achieving our goals.

Administration must also set the company's vision and mission, which can be used by the organization as a guideline to earn profit. Other than that, administration also includes the allocation of resources to avoid wastage besides giving a better development based on monetary of every department.

Another responsibility of administration is determining the process in achieving the organizational goals where this administration needs to ensure all of the department cooperate with each other.

Apart from that, the administration must able to provide better services for the employees. For example, welfare, allowances, SOCSO, EPF and other benefits to make employees feel secure working in our company.

The roles played by the administration department really determine the effectiveness and efficiency of our organization to make sure our goals can be achieved.

2.0 MARKETING PLAN

2.1 Introduction

Marketing is the activities that are carried out systematically to encourage and increase sales of products or services as long as the activities are in line with religious and ethical practices. . Marketing is an important element in planning the business, the whole business depends on marketing to make sure that the business is known by the customers. Besides that, marketing is the way we plan the strategy to gain customer and maximized profit. One of the plans that we are made to market our services is by finding the strategic location like Kota Samarahan. To promote our services, we advertised through banner, flyers, and pamphlets.

In order to fulfil customer needs and wants, we provides sport centre, that are allocates at Desa Ilmu Kota Samarahan. The business that we want to introduce to the communities of Kota Samarahan is Sports Revolution. Moreover, we planned on setting up this business with objectives of:

- To gain a maximum profit
- To increase sales of existing services
- Provide a good activity for our physical and mental body to our customers
- To inform market of services improvement.