



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTERPRENEURSHIP
DIPLOMA IN BANKING STUDIES

RELAXS

NAMES	MATRIX NUMBER
RIEGYNNA SHANNGA JAMES	2012703595
CATHERINA NUNSONG ANAK LABAN	2012907717
NORAHIMIN BINTI ABDUL RAHMAN	2012746365
CAROLYNE ANAK ENSOREN	2012997789
NORNIMAYA BINTI AHAD	2012161629

PREPARED FOR ;
MISS PHILOMINA FRANCIS

SUBMISSION LETTER

1st Floor,
The Summer Shopping Mall,
Samarahan Land District, Jalan Dato Mohd Musa,
94300 Kota Samarahan Sarawak

Miss Philomina Francis,
ENT300's Lecturer, Universiti Teknologi Mara,
Kampus Samarahan 1, Jalan Meranek,
94300 Kota Samarahan, Sarawak.

1st MAY 2015

Miss,

RE : SUBMISSION PLAN

As the General Manager of our company, Relax. I am Riegyinna Shannga James represent our business plan for your further evaluation. We are very grateful to have the support from you and this make us able to complete this business plan.

2. Fundamentals Of Entrepreneurships subject give us tons of information to start-up the business. It consist the entire requirement needed for the business that very helpful. Now it is easy for us to start our own business.

3. We are glad that you never stop to guide us from the beginning. All the knowledge given teaches us to thinking outside the box in term of the business.

Yours Sincerely,



(RIEGYNNA SHANNGA JAMES)

General Manager
RELAXS

EXECUTIVE SUMMARY

Relax Sdn Bhd is a start-up company that will sell Ais-Kacang to community. Basically, the business owned as a form of partnership and each of us contribute a certain amount of capital to build up this company.

The management lead by Riegynna Shannga James as a General Manager, assisted by Administration Manager, Catherina Nunsong Anak Laban. Meanwhile, Marketing Manager held by Norahimin binti Abdul Rahman followed by Carolyne Anak Ensoren as Operational Manager. Last but not least, the Financial Manager is Nornimaya binti Ahad.

General Manager will direct and lead all the workers to work together under a good environment. This management help by the administrative manager who responsible to all the facilities in our place. Also monitor the entire worker. Follow by the marketing manager who responsible in doing Research and Development (R&D) on existing product and services especially business competitor's. Then, operational manager who ensure the shop setup arrangement always in a good condition and comfortable to customer. Lastly, financial manager who deal with all the financial transaction in the business.

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INTRODUCTION

"Relax" is a partnership companies that sell Ais-kacang as our main product. We create our own taste with our new combination of the ingredients so this will have its unique taste. The price of our new creation is very affordable for everyone. We come out with the idea to sell Ais-kacang because everyone loves it.

We believe our product can attract many customers as there is a high end at the selected area. We open up our place in Kota Samarahan area where this will be our advantages because there have many people around there especially students. Moreover, there is less competition as only we specialize in Ais-kacang.

"Relax" offer new taste of Ais-kacang with different and unique combination of the ingredients to the community. In particular, we intend to create a place for community to hangout, tea break, dinner, lunch and a convenience place to have discussion as WiFi is provided. Also, they can organize their birthday celebration or any function in our place.

We offer a good price to each of our product so everyone can taste a good product. The new creation of our product will attract more people to come to our place and automatically will increase our profit for every month. Therefore, this will achieve one of our business objectives.