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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

THE SOAPRANOS

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **BM111 - Diploma Pengajian Perniagaan** untuk membuat satu kertas projek bagi kod kursus **ENT300 – FUNDAMENTALS OF ENTREPRENEURSHIP**.

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' BERSATU BERUSAHA BERBAKTI '

Sekian.

Yang benar



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MANAGER SUMMARY

All the shareholders in our company have decided to give our company name as THE SOAPRANOS. We are doing our business in partnership from which consists of five shareholders; Noor Ashyikin Binti Jamali, Fatin Amalina Binti Sarkawi, Dayang Nur Khairunnisa Binti Abang Abdul Rahman, Nur Hafizah Binti Hassan and Yasirah NurAtiqah Binti Yaman. Our main activity is housecleaning. We will operate our business at 1st floor, Sublot 10, lot 441, section 11, KTLD, Jalan Kulas, 93400 Kuching, Sarawak.

In our business, each of the shareholders should have the responsibility to perform their own job or task as best as they could. This is important to gain maximize percentage of profit and always keep on being a productive person. This is also important to us to provide the best quality of housecleaning services.

In order to achieve success in business, we are really concerned about quality and unity among the organization and customers. All partners are entitled to participate in the business management. We have agreed that Noor Ashyikin Binti Jamali as our General Manager. The Administration Manager is Fatin Amalina Binti Sarkawi whilst Dayang Nur Khairunnisa Binti Abang Abdul Rahman as our Marketing Manager. Nur Hafizah Binti Hassan as our Operation Manager while Yasirah NurAtiqah Binti Yaman as our Financial Manager.

The responsibility of a manager is to planning, organizing, staffing, directing and controlling the entire business. The operation of our business is controlled and monitored by Operation Manager. The Administration Manager will monitor the production of the business which includes monitoring the workers and also the workers welfare. The Marketing Manager is responsible in preparing the marketing plan that includes target market, determining market size, identifying market competitors, determining market share and also

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1.1 INTRODUCTION

Name of Company

The project we want to propose is a service which is housecleaning. We have chosen to be known as The Soapranos Housecleaning Enterprise. We choose this name because we believe that it will attract and get a good response from our customers. We provide our customers with a proper standard of cleaning and multi services. So, we have to ensure that our services will meet up the expectation of our company name. It is our priority to provide the best and quality services for our customers. The name given is to create an impression to the customer where it will make them feel we are here to help them to create comfortable and secure environment.

Nature of Business

The Soapranos Housecleaning Services is wholly owned by five Bumiputera entrepreneurs who involved in services industry. It is a partnership company that consists of five (5) persons who are also work in the company. All partners are entitled to participate in the business management. We are also able to share many new ideas together to increase our quality and a service of our business apart from maximizes our profit. With all the requirements of knowledge and skills that we have in business management and other aspect in cleaning, the company The Soapranous Housecleaning Enterprise is a business that provides quality cleaning assistance and best services. We provide services that have always wanted to give the very best for the satisfaction of our customers as we have reflected through our motto "where quality meets satisfaction".