



-ETR 300-

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ENCIK ABDUL HAMEED BIN MYDIN,
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SUBMISSION LETTER

Diploma in Public Administration,
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Encik Hameed Bin Mydin,
Lecturer of ETR 300,
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Sir,

Submission of Business Plan Report ETR 300

Refer to the subject that stated above, I as a person who acts on behalf of my group glad to submit this complete report of business plan that is “ Pioneer Studio” which refers to the music studio.

2. These business plans were completed as what order to us and follow the procedures that suitable with this project. We choose this project that based on our observation, this business has a potential in the future that



3. We hope this business plan will follow the requirement of this subject (ETR 300) and we ready to accept all the comment from your side. Hopefully you will satisfy with our work. Thank you.

Your Faithfully,

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(Asrizal B Ali),
790719-05-5109

Group Representative



INTRODUCTION

Pioneer Studio is located in Wisma Dato' Demang Haji Taha, 9289, Jalan Besar Masjid Tanah, 78300, Melaka. This business will be registered on 1 December 2004 and will be start on 1 January 2005... Insya Allah.

Our business will focus on musical environment whereby; we're providing the music studio for all people in our particular area. We're giving the facilities to our customers who want to enjoy their music and sharp their talent in music arena.

Nowadays, as we know that the need of music itself has been one of the necessities in our life. Today, most of people release their tension by listening the music or playing the musical instruments. Sometimes, music can give us inspiration and spirit to work hard. It depends for the individual.

Music can be involved the most genre such as metal, punk, ska, grunge, pop rock, balada and so on. Government also had set up many activities in order to attract people especially teenagers to enjoy the music properly. So, it can prevent them from the bad influences like free sex, illegal racing, loiter and so on.

So, with believe that by opening the music studio, it also can help the development of music industries in Malaysia, especially in Melaka, we proudly to opening our music studio that called,

“PIONEER STUDIO”

Thank you.



THE PURPOSE OF BUSINESS PLAN

Business plan is an essential element in the success of business. This is because Business Plan is useful a tools a in order to devise realistic and preparing strategies to achieve the objectives. What is essential however is the insertion of constraints, which force us to devise a plan, which is realistic, consistent and appropriate. By having business plan, we can take into account the functional areas of management.

The fundamental roles of the business plan are as follow;

- As a guide in business management it also act as reference to partner so all plan will follow the procedures that had been made, with this all the plan will be implement more efficiency in order to achieve the aim of the business.
- It also made to test and analyze in objective, practical and critical way how far the efficiency of this business with more detail plan can be done.