

SEINDAH PELANGI FURNITURE

YEAR 2000

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SUBMISSION LETTER

Seindah Pelangi Furniture
Diploma Pentadbiran Awam
Mara University Of Technology
Km 26, Jalan Lendu,
78000 Alor Gajah
Melaka

11 Apr 2000

En Abdul Hameed Bin Mohd Mydeen
Lecturer Of ETR 300
Km 26, Jalan Lendu
78000 Alor Gajah
Melaka

Sir,

SUBMIT A BUSINESS PROPOSAL ‘ SEINDAH PELANGI FURNITURE’

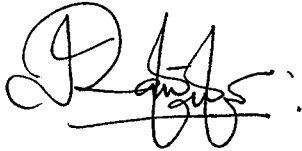
As stated above we would like you to accept the business proposal that we have made in order to complete the subject ETR 300. This proposal are complete with the information on the aspect that you have required us to do.

2. It consist the information on how this business will be carried out by a person who is interested in such field.
3. Despite that this business are complete with all the information on how to maintain the stability of a business not only in sales but also in financial arrangement.
4. If there is any suggestion that you want to give to us we are glad to hear and to consider as we are willing to change any information to maintain the successful of this business.
5. Lastly we are hoping that you are satisfied with the work that we have done and if there is any information that you think not complete we would like to apologize for our carelessness.
6. Thank you

Your Sincerely,



(NATASHAH BINTI MURAD)



(TUAN RABIHAH BINTI TUAN IBRAHIM)



(WAN SITI NOREHAN BINTI WAN ALI)



(MASNIRA BINTI MAHMAD)



(MARYAFATIN HAJAR BINTI IBRAHIM)

Background Of The Business

1. Location

There are many places that are suitable to make this kind of business but in order to find that place several factors must be seen so that the business won't have any problem in the future. The factors that should be seen are :-

(a) *Capaciousness Of The Place*

The place must be very wide at least 30" times 40" feet wide. This is to ensure that the workers are comfortable with the work place. Furthermore the materials that we use are large and need a very large place to keep it. Not only that the place must be wide so that the safety of the workers are being taken into consideration.

(b) *The basic need in that such places*

After we have chosen the wide of that places. We have to see the basic need that they have at such places. Such as electricity, water and telephone. This utility must have in the location that we have chosen, so that we have no problem to do the work. If the places are too far from the town and the utilities are not being fulfilled according to the need then such places are not suitable for this business.

(c) *The transportation*

Transportation are important in order to be connected with the customer. Not only that it is needed for us to easily send the things to the customer. The road must be in a good condition so that the customer have no problem to come to our place. Then the transportation service must be good such as bus are easily to get, taxi service are available and etc.

(d) *Suitable place*

In our opinion we are suggest to make this business in Johor Bahru as it has a potential because they are now well develop and many business opportunity available there. The suitable place that we have in mind are the place that are near to the town ~~it~~ but it must not in the town such as the shop in a complex. The place must be in a place that like in a village, but not too far from town such as in Mersing and etc. This place are not suitable because this place are not well development and hard to get buyer in such place. Then it must have potential to get a buyer and easily to be commercialise. From here we can get a customer and can introduce our product.

The places are not necessarily follow what we have stated here the manager has it own freedom to choose but we are only suggest the suitable for the business. But it must have fulfilled the basic need so that it won't create problem in the future. As for that the manager plays an important part to choose the right and suitable location for this business.