

The University of Technology MARA (UiTM)

The Faculty of Performing Arts

Diploma In Music

Music Fusion Bookstore



ETR 300

Doy Hashim ✓

Maria Anna Abdul Malik

Nadira Zulkifli

Kartina Shahardin

Wan Mohammad Idham Wan Ramli

29/10
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LETTER OF TRANSMITTAL

Music Fusion Bookstore,
Lot D7, Ground Floor,
Block D, KL Plaza,
179 Jalan Bukit Bintang,
55100 Kuala Lumpur.

Puan Zainab Ahmad,
Medec Blok 13,
Intekma Resort & Convention Centre (Level 4),

Puan,

REPORT ON BUSINESS PLAN (ETR 300)

Refer to the above matter; we are delighted to submit our business plan, Music Fusion Bookstore located at KL Plaza.

2. This project is actually a cooperation of five partners. The purpose of this project is to fulfill the needs and widen the knowledge of music for readers.
3. By opening a Music Bookstore, we hope that this will help Malaysians to gain more knowledge of what real music is all about.

We shall be glad to personally present or furnish additional materials to facilitate better understanding of the proposed project.

Thank you,

Yours faithfully,



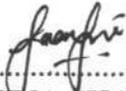
.....
DOY HASHIM
(General Manager)



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MARIA ANNA ABD MALIK
(Administration Manager)



.....
WAN MOHD IDHAM
WAN RAMLI
(Operation Manager)



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KARTINA SHAHARDIN
(Financial Manager)



.....
NADIRA ZULKIFLI
(Marketing Manager)

INTRODUCTION

Fusion means mixing or uniting different things into one. That is the reason why we name our bookstore Music Fusion since it is the only bookstore that sells music books with all kinds of genre, such as Jazz, Classical, R&B, Rock and others. It is a partnership business that consists of five partners.

Music Fusion Bookstore is a partnership business that consists of five members. It is located at Lot D7, Ground Floor, Block D, KL Plaza, 179 Jln Bukit Bintang, 55100 Kuala Lumpur. The reason why we chose this particular location is because KL Plaza attracts a lot of people, as well as tourists since it is located at the very center of the city. So we find it very strategic place to start our business. Our date of business commencement is on the 6th of June 2006.

There are many factors why we have chosen to open a music bookstore. According to a great Greek Philosopher, Plato,

'The soul is in harmony, and has its nearest sympathy to music....'

Music was, and still is, an integral part of our lives. Whether we realize it or not, everyday we are surrounded by sounds, despite whether it is good to our ear or likewise, the sound is still there such as the sound of a table that is pounded or even the sound of an engine car. So by opening a music bookstore, we will be able to let people discover as well as learn more about music and how certain frequency of sound can effect our emotions.

Besides that, we hope to change the perspective of some community who thinks that music is easy and does not play an important role in our lives. We would also want to give good services by providing a quality product with some other advantages to ensure that it will satisfy their needs.

In addition, we hope that in our business we will gain good profit and success to achieve our goals and objectives.