



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

DREAMERS COLLECTION

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1.1 Introduction

The name of Dreemers Collection is come from word “dream” which means the person or couples desire to be marriage. So, we concluded in short words or form which ‘Dreemers’. Our company provided service of weddings, engagement, and “akikah”. Our service has a good quality and can be formed into a variety of packages depending on the customer’s needs. We take raw materials from our suppliers Wah Yoon Trading Sdn.Bhd which is located in Jalan Lubuk, Segama Complex, Kota Kinabalu. We would like to introduce our product even service to the peoples which is live in area of Sulaman, Menggatal and Sepanggar. Our shop is located in Sulaman Central and it is a strategic place to open business like bridal service there. We choose Sulaman Central as our store location for several reasons.

The DreeMeers Collections is a full service company that provides service for weddings, engagements and “akikah”. Our services are experienced and dedicated professionals with many years of event planning experience. The DreeMeers is unique in that we give our customers our undivided attention. We listen to their needs and work with them to create the event of their dreams. Our customer’s wishes and hope become our commands. So theme our customer wants a garden, modern, luxury and more traditional weeding, we can help. Our services include weddings, engagements, and “akikah” as well as full-service of our customers dream and we will realize.

One of the reasons why we choose Sulaman Central as our store location is because one of our target customers is a marriageable couple, men and women. We target for all people who live in area Sulaman, Menggatal and Sepanggar for our bridal services. Since, Kota Kinabalu’s population is made up of all races, we are confident that we will be able to give the best choices according to the services.

We also choose the Sulaman Central because it is near to the government and private offices and also near to the village and quarters. We also serves for a wedding function at Hotels because our store near to the Grand Borneo Hotel and Novotel at 1 Borneo. This strategic location enables customers to locate our premise.