



UNIVERSITI TEKNOLOGI MARA
SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

D'SMILE PRODUCTION

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EXECUTIVE SUMMARY

Welcome to the future of memorable event planning! D'Smile Production brings to the community of Kota Kinabalu a new breath of air in the event planning. D'Smile Production is an event management company specializing in society-friendly.

The mission of D'Smile Production is providing customer not only with the best quality and satisfying services but also cost-saving. In order to achieve higher level of event planning, D'Smile Production will deliver the best services with reasonable price in friendliest way. We exist to attract customer by fulfil customer satisfaction and organized everything accurately.

The corporate market for event planning is steady and profitable. We focussed on Kota Kinabalu city because today's society is always busy with their packed schedule and lack experience on event planning.

D'Smile Production projected growth rate is increases by 20 % by year three. By the beginning of year there is no additional employee.

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1.1 INTRODUCTION

D'Smile Production is an event management company that provided range of services to assist people on planning their event right from the start to the end. We focuses on wedding event, dinner and private party which includes birthday party, farewell party, reunions, retirement party or just some get-together party.

Today's society is always busy with their packed schedule that they do not have time to plan on a celebration whether it is for their family, friends or even themselves. Besides, lack experience on event planning limit them from planning a wonderful and exciting event or in other words, they just do not know how to do it. That is why D'Smile Production is established, to turn even the simplest theme to be a life-long memory. With variety of theme to be chosen from, we will let the customer to decide what they want their event to be like.

Be it a big or small event, memorable or just for pleasure event, or even planned last minute, D'Smile Production will deliver the best services we could provide in the friendliest way for a reasonable price. Customers just have to pick a date and location and we will organize everything from the decoration to arrangement of catering, gift, logistic and so on. Whatever the purpose of the event is, we will make sure everything is organized accurately and meet the customers' satisfaction.

Such company has been in Kota Kinabalu, but most of them focusing on other type of events such as conference, meeting, product launch, press conference and corporate events. Different from them, we are focusing on particular events, because we seeks to be the brands that is society-friendly, associated with everlasting smiles