ACADEMY OF CONTEMPORARY ISLAMIC STUDIES (ACIS)

UiTM KAMPUS KUALA PILAH, NEGERI SEMBILAN

BUSINESS PLAN REPORT

ENT300: FUNDAMENTALS OF ENTERPRENEURSHIP

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1.0 EXECUTIVE SUMMARY

Giggle Gift & delivery is a service company establishment in 2023 with a focus on wrapping a gift that provide by customer as their requested or wrapping a gift that their ask to custom to satisfy their requested. The company's primary service is a wrapping gift and delivery the gift to direct customer to ensure the gift into their hands. By utilizing wrapping gift and delivery can delighting customers and making it easy for them to give gifts to their loved ones without having to worry about preparation and delivery because we have provided all that.

The objective of Giggle Gift & delivery is to provide gifts to loved ones and at the same time provide delivery to customers with reasonable charge rates. With the service we provide, we not only wrap gifts provided by customers, but we also provide services to buy and wrap gifts requested by customers for us to provide. The main purpose of this service is to fulfil the hearts of customers to make their loved ones happy by surprising them with valuable gifts. Giggle Gift is committed to promoting gift wrapping through thoughtful and attractive designs.

The company is structured into key departments including executive leadership, administration, finance, operations, technical development, marketing, sales and delivery. Each department is led by skilled professionals responsible for managing their respective areas, ensuring smooth operations, financial integrity, product innovation, and business growth.

Giggle Gift is located at A-1-10, Boulevard Business Park, Pusat Komersial Jalan Kuching, Jalan Kepayang off Jalan Kuching, Kuala Lumpur, 51200 Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia. This location is in the heart of Kuala Lumpur and offers excellent connectivity, access to business amenities, and proximity to a large and diverse customer base such as schools, offices and hospitality. Its strategic placement provides advantages in terms of visibility and operations.

The company's target market includes girl, boy, young generation, wife and husband who want to make it surprise to loved ones The company's target market includes girls, boys, young generations, wives and husbands who want to surprise their loved ones by getting affordable prices but very good and attractive quality. What's more special is that we wrap it carefully and neatly so that the person receiving this gift feels happy and appreciated. This gift is delivered directly to the customer on the day specified by the customer. They need to make a reservation at least three days in advance and cannot cancel the reservation that has been made to avoid any inconvenience to our side.

In conclusion, Giggle Gift introduces a very efficient and meaningful gift wrapping and delivery service for customers who want to surprise their loved ones so that their loved ones are

Each partner is required to:

- ❖ Have good manners, believe in each other and be dependable in all business affairs.
- ❖ Must put up their best efforts in any way to ensure the company's success.
- ❖ Must resolve all personal issues without engaging the firm, must keep all work-related information private from individuals outside the corporate organisation.
- ❖ All partners are strictly prohibited from doing the following without unanimous approval from all partners: Giving or transferring their own shares to members of the public or anyone outside the company organisation.
- ❖ Accepting, borrowing from, or lending money owned by the business to individuals outside the business organisations other than for business related purposes.
- ❖ Accept or take out a loan against the company's assets for private purposes. If any partners have borrowed any funds or assets, they must repay or recover them within one month on the date they were borrowed, interest-free.
- ❖ Get rid of any debts or assets.
- ❖ If a partner passes away or becomes paralysed, the next-of-kin must notify the other partners in writing within 45 days if they wish to become partners. If no notice is given within those time frames, the next-of-kin will receive the capital contributions made by the deceased or paralysed partner in accordance with the agreed upon proportion.
- ❖ If all the partners agree in a memorandum that is signed by all of the partners, this agreement may be amended or cancelled. It is also acknowledged that the partnership Act of 1961 (Revised 1974) may be used to take or modify any action that may not be covered by the agreement.