



اَبُو سَيِّدِي بَاتِيكُونُو لَوِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF SPORTS SCIENCE AND RECREATION
DIPLOMA IN SPORT STUDIES
SR1134B

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

ASSIGNMENT 4 (BUSINESS PLAN) : THE PAPERY

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LETTER OF SUBMISSION

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26 JUNE 2020

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Sir/Madam,

Submission of the Business Plan (ENT 300)

Attached herewith is our business plan title “**The Papery Enterprise - Stationary**”.
This is to fulfill the subject of ENT300 requirements.

Thank you,
Yours sincerely

elaine

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(NOUR EL AINI BINTI ROHAIZAN)
General Manager

ACKNOWLEDGEMENT

The Business plan is a part of the subject “The Fundamental of The Entrepreneurship”. I am glad to submit to this report which includes the practical aspect of the study. I am happy to express my deepest gratitude to all the people who spend their valuable time and help me a lot in preparing this project work. A successful challenge of making a new business to any industry gave us a chance to transfer it into a result. Thank you to my group members who had done their part successfully and were a handful. I am thankful to Madam Siti Fahazarina for guiding me towards successful preparation of this project. I would like to express my opportunity to my friends and all people who have directly or indirectly helped me in this project work. We would also like to thank our family, especially our parents for being so patient and encouraging and other family members for praying to us through thick and thin. We dedicate this work to every one who is always eager to get knowledge and have courage to continue studying and to have faith in Allah at all times.

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EXECUTIVE SUMMARY

The Papery is the shop that provides quality stationery and art classes. Our business type is a partnership business. Stationery is the must-have stuff for students, officers and artists. Even during the pandemic situation, students still need to study at home. Facing the computer screen too much will make eyes sore so stationery is important for students to take notes and do revisions with having to face gadgets for a long time and it will make students be more productive. The stationery shop will focus on fulfilling customer's needs with reasonable prices of quality products. We also provide physical and online art classes taught by teachers who are skilled in the art for anyone who wants to know more about arts.

Our shop is based on partnership business, thus, consists of five partners. We have two biophysicists experts who also have experience in basic business skills. To some extent, their presence in our shop helps us in developing and expanding our brand new shop in this industry. Our shop is located at Subang Jaya. The reason we chose to build our office and shop in Subang Jaya is because it is a growing city with a high population of people. Moreover, half of the population are mainly primary, high school and university students. Due to that factor, we provide art supplies with affordable prices for all ranges of age so they can enjoy using our products without being worried about the price.

As we opened our shop in the growing city of the state, we have so many rivals that used to sell interesting stuff like gadgets, antique decoration and souvenirs to attract tourists. My business basic strength will be that there is no other complete stationery supply near us. Often they need to buy online for some stuff that rarely sells in shops and our product styles are more likely to attract young people so this will be our main strength and we will use them well to attract our new and potential customers.