



اَوْنِيْوُ سَيِّتِيْ تَيْكُوْلُوْ كِيْ مَيَّارَا
UNIVERSITI
TEKNOLOGI
MARA

**DIPLOMA IN OFFICE MANAGEMENT AND
TECHNOLOGY**

**FACULTY OF BUSINESS AND MANAGEMENT
UiTM CAWANGAN PAHANG
KAMPUS JENGA**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

BUSINESS NAME: AREUM TELEKUNG

PRODUCT NAME: TRAVEL PACK TELEKUNG

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CLASS: BA118 4A

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LETTER OF SUBMISSION

Diploma in Office Management (BA118) Faculty of Business and Management Universiti
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22 JULY 2021

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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title "**ARUEM TELEKUNG**" to fulfill the requirements as needed
as university requirements.

Below is the list of the group name members that involved in completing this business plan:

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Thank you,

Yours sincerely

Emy Natasha binti Yaacob
General Manager

ACKNOWLEDGEMENT

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Last but not least, we wanted to convey our respect to our family members for their emotionally and physically support. They are incredibly supportive and are always willing to assist us. We'd also like to express our appreciation to our classmates for their aid and for rarely ignoring us when we seek for information or assistance. We were able to complete our task with their assistance.

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EXECUTIVE SUMMARY

Areum Telekung company operates as a partnership. This company intends to be based in Kuantan, Pahang, in the country of Malaysia. It comprises of 5 people, each according to their own important role, including a general manager, a marketing manager, an operational manager, an administrative manager, and a finance manager. These critical roles will ensure that the business flows efficiently. The start date for Areum Telekung is 9 August 2021. This is when the company will be fully operational in the store, which is located at Kuantan City Mall, and online stores such as Instagram and Website.

Areum Telekung is a fabric company in the state that specialised in telekung sales. While praying, Muslim women wear a veil called telekung, which covers their entire body. With the exception of the face, it covers the entire body. Customers may expect the highest quality from our organisation. The optimum fabric material for a Telekung is a mix of cotton and other fabrics. Areum Telekung ensures that the ideal material for prayer wear is provided to the customer, which in itself is soft and smooth, slides effortlessly over the skin, and has a cooling impact on the user. Areum Telekung also offers a variety of bundles, including children's telekung travel packs, allowing buyers to purchase multiple sets at once. The travel telekung is foldable into a tiny piece, and it fits easily into a small travel pouch.

Following that, the Areum Telekung company has its own target customers as to who the customers are who can be reached to purchase the products. Areum Telekung's target market will be young people in their twenties, such as students and teenagers, the self-employed, government servants and private sector workers. The company conducted research and discovered that women are required to wear telekung every time they pray. The company recommends that users purchase a travel kit for those who are into travelling.

Finally, Areum Telekung has estimated the probability of future success while keeping the greatest level of product quality. Areum Telekung intends to grow their company to be able to transport their products to everybody in the country.