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KOTA KINABALU CAMPUS

ETR 300
ENTREPRENEURSHIP

FANTASY GIFT SHOP

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2006

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ACKNOWLEDGEMENT

First and for mostly, we would like to express our appreciation and gratitude to all the person that who has helped us in the completion of this proposal. A lot of thanks to our ETR 300 tutor, Miss Viduriati Sumin, who help and guide us in preparing this proposal, Associate Professor Mat Yasin Mat Jamil, our ETR 300 lecturer and MEDEC coordinator, Mr. Kamarulzaman Ishak.

Beside that, we also indebt with the full commitment from those helped us in fulfilling all the requirement of the proposal. Thanks for it. Not forgotten, the group members who have been working hard to finish this project from the beginning until end. Even though there was a difficulties, but all of us managed to cope with it. Thanks for all the commitment and cooperation.

Lastly, we hope our business plan will be useful and such an effort for those who are interested and make it as a guidance for the future.

THANK YOU.



1.0 INTRODUCTION OF BUSINESS PLAN

After a few discussions, finally we choose "Fantasy Gift Shop" as our brand name. The concepts of our shop are modern, friendly and trendy. Our core business is to sale product which consist a variety for every celebration or festival.

We have planned to sell gifts mainly for students and people around Sepanggar area. Our business will be located at Taman Indah Permai, Jalan Sepanggar, Kota Kinabalu, Sabah. All members agree to set up business at the selected location because it is very strategic, near to customers and very well- developed infrastructure.

We are confident that even though this gift shop has many competitors from the existing market, we are daring to say that the demand from customers can give good earning for our business. If we put ourselves into customers mind, we can conclude that they are interested in buying new products as it is a normal habit for customers. Therefore, this habit can be assumed as strength in getting potential customers and penetrating new market.

Finally, we strongly believe that our business have the potential to successfully grow over the long-term period by having many regular customers. Thus, we have to ensure that we always providing customers with timely, quality product and service. As our business grows, we will continue to meet the needs of the community as they are arising.