

**UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

DECEMBER 2005 – MAY 2006

**QUEEN MUSIC
PRODUCTION & PUBLISHING
ENTERPRISE**

PREPARED BY;

| | |
|------------------------------|-------------------|
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DIPLOMA IN PUBLIC ADMINISTRATION

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27 March 2006

Sir,

Submission of ETR 300 Business Plan

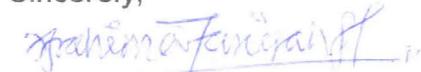
We are future partners of the business call Queen Music Production and Publishing Enterprise with all of our grateful, submit our business plan that we have worked for the past 3 months.

02) From the early stage in preparing this business plan, we realize that it is not easy to start up a business. However, we try our best and finally we managed to finished up our business plan that include all the important data and necessary plan such as the administration, marketing, operation and financial.

03) We are very thankful for all the advice that had been given to us.

Thank you,

Sincerely,



(RAHMATUNISAH HJ HAJAN)

General Manager,

Queen Music Production&Publishing Enterprise

SALINAN FOTO TIDAK DIBENARKAN

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EXECUTIVE SUMMARY

Regarding to ETR 300 subject, we form the Queens Music Production & Publishing Enterprise. This business was forms between 5 partners fnamely:

- a) Rahmatunisah Hj Hajan
- b) Liliana Joseph Abbie
- c) Charlen Tiny Sapak
- d) Nurina Binti Yusof
- e) Jennifer Majip

Queen Music Production & Publishing Enterprise are located at Ground Floor, Shop Lot 73, block H, Asia City Singgah Mata 4, 88000 Kota Kinabalu Sabah. Our business is producing publishing cassette and CD for the local artist.

Date of commencement of our business is on 1st January 2008. the main reason we choose this date are because we need time to investigate and observe the business market, to collect and borrow money as our business modal and also to gain experience and hiring employees for our music business. The market trend for our production and publishing business is quite challenging but currently it seems like its show a positive feedback from public.

We recovered that this type of business was less operated by the bumiputera. Nowadays, non-bumiputera is reached much development and this business being monopolized by them. This encourages us to enter in this field of business so that we can compete with them. We also viewed this have potential to go further moreover there are seldom business like this have been done.

Besides that we want to promote local artist to expend their talent. We also want to help to promote the local culture in Sabah by produce album regarding to the native language.

PURPOSE

The main purposes of preparing a business plan are;

- a) To evaluate the project viability and growth potential.
 - ~ This is to ensure that the business that we want to run is reliable.
We also want to ensure that our business have a good potential
- b) To apply for loans or financing facilities.
 - ~by doing the business plan we try to get and apply for loans or financing facilities from relevant financial institution required to borrow from financial institutions in order to run or business
- c) To act as a guideline for the management of the proposed business
- d) To allocate business resources
 - ~ We want to allocate business resources efficiently so that all the Resources we can utilize efficient and effectively.
 - ~ It is also to minimize the cost as we can