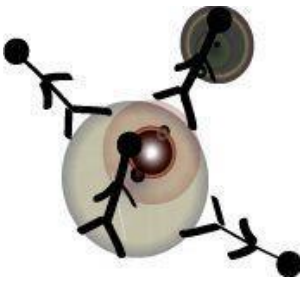


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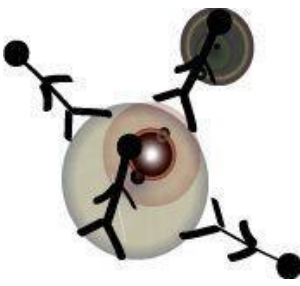


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## **PREFACE**

Thanks to Allah S.W.T that we had completed our business planning working paper on part 05 ETR 300, which is one of our compulsory subject. For the time being to complete this project, we manage to build strong born of friendship undertaking and solid teamwork. Beside that, we also managed to implant strong spirit of entrepreneurship. This is indeed a big complement to Mara University of Technology ( UiTM ), which tailored its programs towards producing new breeds of graduate.

We would like to take this opportunity here to express our deepest gratitude and appreciation to all who were involved in assisting us to complete this business planning and guide us to complete this report. Our special thanks and appreciation goes to our ETR lecturers, Madam Nik Nor Hasimah Nik Ismail had given us a lot of guidance, advise and co-operation.



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## **INTRODUCTION**

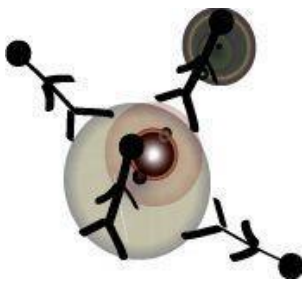
Nowadays, people would like to involve in business. Such as, many people open business to get many experience and benefits . We also want to open business like boutique. Our company name is Shining Star plan to open on December 2009 which carries the label of Shining Star. Shining Star boutique would not be a reality without the support from various parties.

Shining Star boutique is a label that is reliable when it comes to design with quality and versatility. Shining Star boutique believes in the motto Versatile, New, Conceptual, and Unique. The design of Shining Star are one of a kind, individual, and full of character. Shining Star boutique caters for all type of garments ranging from bridal gowns, casual denim wear, batik, uniform to menswear and others.

In our boutique, we also prepare clothes for ladies. For ladies, we prepare suits, dresses, blouse, trousers, and skirt. We also make our design for our customer. Otherwise, we also accept customer opinion to make sure customer satisfied with their design.

Our task was to come up with a solution for the readers in the form of illustrations or fashion sketches that interest and expensive. The factors that we choose this business because we have knowledge about how to make a design and how to create the clothes. At Shining Star we will give the best services that we can offer to make your dreams come true. Customer's satisfaction means everything to us. Our commitment is to bring only the best for you at Shining Star boutique.

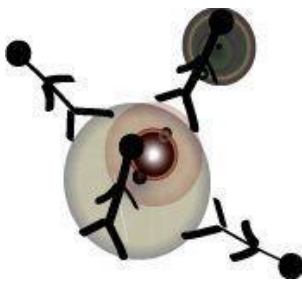
The future prospects of the Shining Star realized that there is a huge potential in market for bridal couture. Thus, Shining Star boutique make an effort to diversify their creativity and business by creating tasteful exclusive designs with exquisite details fit for a queen especially for the brides to be .



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## **PURPOSE**

1. This business plan is prepared by Shining Star for the purpose of obtaining working capital loan from RM50000 and own contribution from RM10000.
2. This business plan is prepared by Shining Star as a guideline for managing the proposed venture.
3. It can help our company to get a higher profit and increasing the quality of the work.



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20 October 2009

Madam,

### **SUBMISSION OF OUR BUSINESS PLAN**

The above matters are referred.

According to the above matters, here we are sending our business plan as to fulfill the requirement of the subject ETR 300, as well as to prepare ourselves to the business sector.

2. This Business Plan is a paper work explaining the operation of the marketing strategies of our boutique products to the open market.
3. We decide to start this business because of the different kind of reason. Among the reasons are we think that it is important for us to produce and provide boutique product.
4. The location of our business at No 89, JALAN BESTARI,08000 SUNGAI PETANI,KEDAH DARUL AMAN.