

BUSINESS PLAN

ETR 300



**MARA UNIVERSITY OF TECHNOLOGY
PERLIS BRANCH**

DÉCOR DESIGN SDN.BHD.

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DIPLOMA IN ACCOUNTANCY 5A

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ENCLOSURE

INTRODUCTION

Nowadays, many of Bumiputera becomes entrepreneurs because of realizing that business is one field that can guaranty our future. But as entrepreneurs we have to face the risk and we have to work hard to run our business successfully. Our target is to earn profits and to maintain the business as long as possible.

We have chosen to open this type of business after we did a research and survey referring to some criteria such as location, target market, and competitors. We have decided to open our business at the location that there is no similar business in operation.

Our business is selling piece and wall to wall carpets with various types of patterns and colors. We have many types of imported carpets and there are many choices for customers.

DÉCOR DESIGN BHD. will start the business on the 1st January 2003. The location of our business is as the address below:

DÉCOR DESIGN BHD.
23-57, TAMAN SERI ACRES,
JALAN TUN DR. AWANG,
11900 BAYAN BARU,
PENANG.



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PURPOSE OF BUSINESS PLAN

Business plan is a written document which describe the proposed business or project to be under taken in a comprehensive manner, the reason why business plan is prepared are; it gives opportunity for entrepreneur to excess the business venture objectively, critically and practically, to study and evaluate the feasibility of the business, to convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture, as a guideline for day to day management of the business and to be able to distribute business resources more effectively.

In line with the current development and to achieve the government and to achieve the government 's objective of producing more Bumiputra entrepreneurs, the purpose of the preparation of the business plan is to explain and to get our customer's confidence in order to help our business to succeed. It is prepared for:

Financial Institution

- ✓ This business plan is to get the financial institution's confidence for them to give us a loan to finance the cost of project tat we will run. They will know whether our business can pay back within the time given or not.

Management

- ✓ As a guideline for the business management. It contains much analysis that has been made to determine of the potential of our business development.

Supplier

- ✓ Give confidence to the supplier to supply the materials required to perform the business operation.

Customer

- ✓ Explain to the customers about the existence of our company and effort of the company to fulfill their demands.



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