



UNIVERSITI TEKNOLOGI MARA KAMPUS SAMARAHAN

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION**

**ETR 300
FUNDAMENTAL OF ENTREPRENEURSHIP**

GOLDEN FASHION HOUSE

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LETTER OF TRANSMITTAL

Golden Fashion House,
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94300 Kota Samarahan,
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Mr. Mohd. Sapawi Jamain,
ETR 300 Lecturer,
UiTM Samarahan, Jln. Meranek,
94300 Kota Samarahan,
Sarawak.

Sir,

Re: Handout of Business Plan

As stated above, I, Sarah bte Mohd. Arsad as the supervisor of Golden Fashion House and also as the representative of the company, would like to submit our Business Plan for your review.

2. It is hoped that the enclosed Business Plan can strengthen the base of our financial backup and support. Any information related to the business can be found in this Business Plan provided together with this letter.

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kuching area, we decided to specify our business in providing services to the public. Our group has come out with a partnership business plan which provides the service of tailoring. Our organization will be known as **Golden Fashion House**, which located at Desa Ilmu Kota Samarahan.

In order to establish this business plan, all four major aspects of the plan including administrative, operational, marketing and financial planning have to be taken into consideration. This is important for any establishment of a business plan because it can help to predict the viability of the business, to forecast success and also to propose strategies for marketing view.

In administrative plan, it helps to manage the overall business objectives and goals in order to accomplish the purposes of business plan. It also deals with the remuneration of staffs and their responsibilities in the organization. Besides that, the list of office equipments and administration budget are taken into consideration.

In operational plan, it helps to determine the process of operations in the business and will be presented by a flow chart format. This stage is where the manager has to prepare the schedule of operations so that it will make the

INTRODUCTION

Tailoring is a service of making clothes or garments for customers according to their demands of style to fit for a particular purpose. Tailor is someone who is responsible to make clothes for men and it must follow the style designed by the customers themselves. This is a very important part in running business where all the service providers or sellers need to fulfill the demands of their customers to ensure the satisfactions of the services or products.

Nowadays, tailoring service is not easily found in the urban areas because not all people have knowledge and skills of sewing or making clothes. In rural areas itself, they may have those service but only in few numbers. But, the demand of this service is high because more working women these days need tailors to make their formal attires. This service is not only for formal events but also involved during festive events such as Hari Raya celebrations and Chinese New Year. Besides that, tailoring also provides the service of altering or modifying clothes to make it fits with an individual.

There are some criteria or conditions that are important for the company which involved in providing this service to the customers. Without these conditions, the business cannot run smoothly and objectives of the business cannot be achieved successfully. The conditions have to be fulfilled before the business started.