



**UNIVERSITI TEKNOLOGI MARA  
PERLIS**

**DIPLOMA IN CIVIL ENGINEERING  
EC112**

**ENTERPRENUESHIP  
ETR 300**

**GOLDEN BATIK INTERPRISE**

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## 1.1: EXECUTIVE SUMMARY

As we know, Kedah government has a vision to develop this country same like Selangor, Johor and Penang. They have own strategy under their plan to complete their mission called Kedah Maju 2010. Absolutely, there have a lot of development here. Making batik at a northern area is one of the strategies make sure that batik industry will develop not only at Terengganu so that Malaysia can be one of the country well known as a craft product manufacturer. Batik is one of craft that must be recognizing to fulfill government vision.

Therefore, we take this brilliant chance to open batik factory as a craft manufacturer. The name of our factory is Golden Batik Enterprise. We state our shop at Sungai Petani, because there is one of the districts as a focus of development. According to this situation, it is quiet practical for us to open our shop here. Our location for factory at Jalan PKNK 3/1, Industrial Area and for shop we choose at Complex SP Plaza.

This partnership business will start at 1<sup>st</sup> January 2009. The partnership consist 5 members from University Technology Mara graduate. The general manager is Norinda Mohd Nor, the administration manager is Siti Hanna Elias, the marketing manager is Nurul Jana Mohd Zan, the operation manager is Aniza Mat Soh and the financial manager is Zamrul Aini Mohamad.

We choose Jalan PKNK 3/1 as our factory because the condition is in industrial area so that we don't have any problem to transfer the chemical material because have the safety control for the factory. For shop, we choose at Complex SP Plaza because the location includes the shopping complex such the Store, so we think that many people can go there.

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