

A decorative border with intricate floral and scrollwork patterns in black ink, framing the central text. The border is composed of four corner pieces and two horizontal connecting lines.

# CRYSTAL WEDDING GALLERY

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## **INTRODUCTION**

### **Name of business**

We are choosing name of “Crystal Wedding Gallery” because it is connected with the types of business that we entered.

### **Type of business**

The type of our business is to provide services to bride and bridegroom by rental the wedding clothes and other accessories for wedding ceremony.

### **Business overview**

Current situation of the business that we are involved now is having a good potential to develop in the future. Otherwise, the service provides by our business is one of the need for human who want to get married. Even though we have the competitors, we belief that with our business concept that we been promote have the ability and will compete to develop our business in the future.

### **Location**

Our business location is in 200A Bangunan Mara, Seberang Jalan Putra, 05400 Alor Setar, Kedah. This location is very strategic because it was complete with public accommodation.

### **Date of commencement**

Our business will be commenced on 1 January 2003.

### **Factor influence the choice of business**

We choose this type of business because it has a good potential to develop in the future.

## **EXECUTIVE SUMMARY**

Our business name is **CRYSTAL WEDDING GALLERY**. The concept of our business is to provide accommodation for bride and bridegroom by renting them wedding clothes and provide other equipment for wedding ceremony. We choose this type of business because it has potential development; otherwise, we know that marriage is one of need in our life.

Our business is based on partnership business. There are 5 partners in our business which are managed our business together. The general manager is Miss Rohaiza binti Hasan, the financial manager is Miss Siti Mariam binti Musa, the operation manager is Miss Noor Shahrina binti Saad, the marketing manager is Miss Norhaslina binti Ismail and the administration manager is Miss Noorwasila binti Abdul Rahman.

Our business capital is RM 230,870. All partners have contributing RM 20,174 for the business. We take a loan from Mayban Finance Berhad with a total of RM 50,000 to finance our business.

All the partners have a quite good academic qualifications as well as working experiences. We managed our business depend on partners experience and skills. For our customers benefit, we make a joint venture with Photo Berwarna Beh Shop for photograph purpose.

The allocation of our business premises is at 200A, Bangunan Mara, Jalan Putra, 05400 Alor Setar, Kedah. We choose this location because it was compact with housing area and also industrial centre in Kedah where most of the workers are person in the age of 20 to 40 that will go to marriage.

For the administration plan, we decided to rent the ground floor of one of the shop lots in Bangunan Mara in Jalan Putra for the business. The space of the shop will be use for operation of our business that is to display the collection of wedding clothes in front of the shop that covered with glass window, so that our customers are easy to see and choose the clothes that they want to rent. Before we start our business, we had done renovation to the shop lots suitable for our business environment. There are one bridal dais and a set of bridal room decoration that we provide in front of our shop for exhibit and photograph purposes.

For marketing plan, we decided to focus on the need and want of our customers so that we can fulfill their taste. There are signboard, business cards and advertisement. Our target market is based on geographic, demographic and market size.

The operational plan, we had opened the gallery everyday. Our collection of wedding clothes will be change every six years or depend on the circumstances of the clothes and the old clothes will be keep to be rent in lower price and also to rent to the school or any organization for bustle ceremony.

In the financial department, we take a loan from Mayban Finance Berhad with a rate of 10% per year to finance our business. We choose to take a loan from this bank because of its lower rate of interest and stability in their financing.