



MARA UNIVERSITY OF TECHNOLOGY
ARAU BRANCH PERLIS

**ENTREPREURIAL COMPENTENCIES
ETR 300**

EAGLE MARBLE CCRAFT Sdn. Bhd.
(Marble Wastage Product)

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Diploma in Business Studies

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INTRODUCTION

EAGLE MARBLE CRAFT Sdn. Bhd. will be formed at Langkawi Mall, Pekan Kuah near Jetty Point, Langkawi Island, Kedah Darul Aman. 5 partners organize our company. Each of us gives the capital as follows:

General Manager	:	20 %	RM 20 000
Administration Manager	:	20 %	RM 20 000
Marketing Manager	:	20 %	RM 20 000
Operation Manager	:	20 %	RM 20 000
Financial Manager	:	20 %	RM 20 000

Our company will produce handicraft product for souvenir purpose, which based on marble wastage. Our company provides supplied especially for tourism markets. Beside that we also provide for locals. The products that we will produce are Quran's Verse Frame, Dummy, Flying Eagle, Vases, Paper Holder and Photo Frame. The chosen of this trading based on some factors which are invite us to act as risk taker in order to make its successful. Some of the factors are:

a) Great return

According to our analysis this trading can give great return base on Malaysia Economic and the government targets to increase Malaysia Tourism.

b) The Location

EAGLE MARBLE CRAFT Sdn. Bhd. is located at Pekan Kuah which near Jetty Point. It is as strategic location where it is near the main entrance where visitors first come to Langkawi Island.

c) Introduce New Product

As Malaysians, we should take challenge of government development projects. Therefore, we can introduce our culture and religion to other tourists.

d) Take Part in Government Vision

The form of craft marble is to take part in government proposal in order to encourage Bumiputra Entrepreneurs in participating business field.

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