

GALLERY SDN. BHD

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EXECUTIVE SUMMARY

Our business name is **GALLERY SDN. BHD.** The concept of our business is educational. We choose educational because it has a potential development, especially the increases number of higher educational institution.

Our business is private company. There are five shareholders in our business. The general manager is Mr. Asrul Nizam B. Saharuddin, the Administration Manager is Mr. Muhammad Samsyul Farhan B Abdul Samad, the Operation Manager is Mr. Fakhirudin B. Abdul Manap , the Marketing Manager is Mr. Faisal B. Ibrahim and the Financial Manager is Muhamad Ezham B Zainal.

Our business capital is RM 123000.00. The General Manager has contributing a capital to the business that is RM 27000.00, while the other shareholders are RM 24000.00. The loan that we get from Bank Bumiputera Malaysia Berhad is RM 50000.00.

All the partners have a quite good academic qualifications as well as experience in working. We also have one secretary, a cashier, a general worker and two salesgirls.

The allocation of our business is at a new business complex that is No.3, Komplek Mahasiswa, UiTM Arau, Perlis. We choose this location because it is to fulfill of our concept of business that is to sell to textbook for the UiTM students.

For the administration plan, we had decided to rent a double storey shop for the business. One is for the office and store keeping and the other one is for operation of the business. We also have done the renovation and

try to create a good atmosphere for the workers and the customers. For the office, we have set the good space for the managers to work, we have bought some fixtures and fittings and some computers to clean our tasks smoothly. For the store, we have set a good enough space for keeping stock.

For the marketing plan, we had decided to do something power marketing strategy. There are signboard, business cards, brochures, yellow pages and advertisement. Our target market is based on target market on geographic, demographic and markets size.

The operational plan, we had opened the store everyday. And for the stock we have set 40% for the mark-up of the sales. Our purchases are every month and it's based on the forecast sales of our books. All the purchases are bought for the sales in next month. In every semester, we should minimize the stock for the last month instead of semester holiday. The stock is purchased in a few quantities to keep the quality of our stock for the first month of next semester.

In the financial department, we have good financial manager to organize our resources of funds. We do not need any other auditors.

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