



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**CHAPTER 5 BOOKSTORE**

**PREPARED BY:**

|  |                   |
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**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

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CHAPTERS BOOKSTORE,  
LOT F22, First floor  
The Summer Mall,  
Samarahan,  
94300 Kuching,  
Sarawak.



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Tiffany Nakita Gerard,  
Universiti Teknologi Mara,  
Kampus Kota Samarahan,  
Jalan Meranek,  
94300 Kuching,  
Sarawak.

Miss / Madam :  
Ref : Submission of Business Plan

Refer to above matter, I, Hairul Hafiz and partners would like to submit our business plan to you for your viewing.

2. We hope that by enclosed business plan can strengthen the base for our financial backing and support besides presenting in more proper way. Any information regarding of our business can be found in the business plan that we enclosed with this letter.

3. We will be glad if you with us to present our business plan for better understanding of what our business really is. All your attention and support towards our business plan is greatly appreciated.

Thank you.

Yours sincerely,

.....  
( Hairul Hafiz )  
General Manager of Chapters Bookstore

## **EXECUTIVE SUMMARY**

CHAPTERS BOOKSTORE is a bookstore which offers a diverse range of book selection with an addition of a cozy lounge specifically targeting the people of Kuching and Kota Samarahan from all range of ages, culture and religions. The lounge is exclusively for the members of CHAPTERS BOOKSTORE which have to register themselves with us. These new concept is suitable for our customers to spent time with family and friends while browsing through books in our lounge before deciding upon which book to purchase.

The target market for this business is family, public community and students who enjoy reading and also interested to increase in their knowledge whether generally or any specific discipline. Whatever their preference in reading maybe, we at CHAPTERS BOOKSTORE are ready to cater to our customers expectation.

In future prospects, we hope that we could gain profit as much as RM180,000.00 in 3 years of business since we are aware that our business is a new combination and we are prepared to face the losses for this kind of business. We want to expand our business to West Malaysia and Sabah after 5 years conquering the local state market. To ensure that our business run smooth, we have prepared a business plan that will be a guideline in managing the business. This plan consists of four (4) main elements which is administration, marketing, operation and financial.

For the implementation cost of this project, each of our shareholders will invest RM50,000 where by the General manager contribute the biggest amount of RM14,000 (28%) and the rest with the amount of RM12,000 each and a loan of RM 136 909 from SME Bank Berhad is added to cover all the expenses needed in this business

## **1.1 INTRODUCTION**

### **Name of the company**

The project that we propose to do is selling books and at the same time we also sell board games, stationary, magazines and newspapers. Our company is known as CHAPTERS BOOKSTORE. It is a partnership company that consists of four persons as the shareholders who are also work in the company. All partners are entitled to participate in the business management.

### **Nature of Business**

Our main activity is to not only to sell books but at the same time we sell others too which include magazines, board games, newspaper and stationary for the customers. We also make a different to our bookstore which we provide a lounge for the members of our bookstore. Whoever are titled as members, they can read or play the board games at anytime they want for free.

### **Company Address**

CHAPTERS BOOKSTORE,  
Lot F22,  
First floor, The Summer Mall,  
94300, Kota Samarahan,  
Sarawak.

### **Date of Business Commencement**

1<sup>st</sup> January 2013