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- 📄 *Acknowledgement*
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Rujukan Kami : 500-KDH (MEDEC. 15/2/1)
Tarik 26 Jan 2003

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Hamielia bt Hamizan
2. Kamaliza bt Md Zain
3. Maznah bt Abd Hamid
4. Marzura bt Mat Isa
5. Norsafrina bt Mansori

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar



MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

Introduction

Criss' Vida Ladies & Gentle Shoes Center, we would like to introduce it such as a newborn, which represent us as one partnership. By choosing this type of business in selling ladies and gentle shoes we hope that our generate business will tend to trade products that are daily use by customers and peoples. Nowadays, shoe does not stand only as requirement but also representing human lifestyle, standard of living. This business will be operating at the North Side of Malaysia, located in Georgetown, Penang hopefully to sell shoes, which fulfill the current trend and fashion.

Location of our business:-

**CRISS' VIDA
LOT 33-1-77,
PRANGIN MALL,
JALAN DR. LIM CHWEE CHING,
10100 GEORGETOWN, PENANG.**

In order to sell our products to the customers, all possible way in marketing the shoes would be applied. In addition, our premises that located at one of the most popular and familiarized shopping complex will help our customers to easily attain at our premises.

Location plan of the business play important role in selling our products and earn profit. The customers easily attain to our shop lot and take their own time in choosing their preferred shoes. Reasons of choosing this location, based on the accommodation and facilities provided at the shopping complex.

- ▶ Water & electricity
- ▶ Transportation
- ▶ Telecommunication
- ▶ Ample parking lots
- ▶ Entertainment facilities

This is due to the suitable and comfortable facilities so that customers will easily get to our shop lot. In addition, Prangin Mall nowadays stands as one of the popular and familiarized shopping complex to customers in the local area. By opening our premises at this shopping complex could derive as one of the advantages to our business.

In operating this type of business we are focuses on selling shoes to moderate level income and high-level income of people. This is due to the location of the premises itself, in addition this shopping complex being widely known either by local people or foreigner that visit Penang. As we know, Penang is among one of the state, which are famously recognized by foreigner based on its multiracial culture on foods and lifestyle.

One rented shop lots at the Prangin Mall will be fully organized and occupied in order to present our products to the customers. Renovation will be making on current layouts style and suitable arrangement due to present our shoes in order to attract customer's attention.