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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PROPOSAL

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## **1.0 Executive Summary**

Bride and Groom Cooperation is a new start up business which focus on providing wedding dais only and will be located at Putatan. Bride and Groom expects to catch the interest of couples that planning to have their wedding with choices of variety wedding dais packages that comes with affordable cost. This business basically targeting couples that have average and low income. The company plans to build a strong market position in the town. The business that come out with only providing only the wedding dais is not exist in that area, thus there will be mild competition climate within the area.

Bride and Groom Cooperation aims to offer its services at a reasonable and affordable price to meet the demand of the average and low income couples who specifically want a low cost wedding ceremony but at the same time can give them a lot of meaningful and sweet memories that they can keep and share between them just like those who held a grand wedding ceremony with marvellous wedding dais. The benefits of our business is we providing an affordable and low cost wedding dais that meet customers' expectations. In a meantime, the wedding dais will look costly but it is not. We are expecting that the business will go for a long term survival, since the demand for wedding dais from the customers is always increasing especially during the school holiday. We are expecting that our business can go far and being acknowledge by the investors also the people.

## **2.0 Purpose of Business Plan**

The business that we proposed is we will be providing wedding dais only and the name of our company is Bride and Groom Cooperation. Basically, our business is about providing service to the future bride and groom in terms of setting up a wedding dais based on the customers needs and request. In other words, we are not fully a wedding planner which providing services for the whole wedding event such as the flow of the wedding event, invitation cards, door gift, photographer, identify the location for the wedding ceremony and many more. In contrast, we only focusing on wedding dais only. This is because currently there is no existing company which only providing for the wedding dais only with a low price because they usually came out with various packages for the customers. Besides that, since the economy is not running well nowadays, we do understands those people who want to get married but having problem with the budget. Thus, we came out with this idea to provide an affordable and low cost wedding dais but yet can fulfil the dreams of the future bride and groom.

The main purpose we are doing this business is we strongly believe that our business will be able to help them especially the average and low income couples to achieve their dream wedding. Other than that, this business is proposed to attract the investors to invest in our company and being acknowledge by them also the people. We believe that we can go far than we are expecting and we can surpass to the higher market.