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UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTANCY**

**(AC110)**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ENT300)**

**PROPOSAL BLUSHING BRIDE BRIDAL BOUTIQUE**

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*Blushing Bride*

BRIDAL BOUTIQUE

## 1.0 LETTER OF SUBMISSION

Farah Farhana binti Poyong,  
Class AC1106B, Diploma in Accountancy,  
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94300 Kota Samarahan,  
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1<sup>st</sup> January 2013

Madam Noraida,  
ETR 300 Lecturer,  
University Teknologi MARA Cawangan Sarawak,  
Kampus Samarahan, Jalan Maranek,  
94300 Kota Samarahan,  
Sarawak

Madam,

### SUBMISSION OF BUSINESS PROPOSAL

Adherence with the prerequisite for the completion of the course Fundamentals of Entrepreneurship (ETR 300), we proudly presenting you the complete report of our business proposal *Blushing Bride Bridal Boutique* of this date which had been agreed before.

We would like to thank you for your kindness and generosity in guiding us which leading to this complete final business proposal. Devoid of your advices and guidances, we certainly would not be able to come out with such determined and dedicative business proposal.

We will keep the knowledge, skills and information we have gathered all this while for good in the future. Lastly, we would like to thank you again for being such a good advisor for all this while. Any problems related to this business proposal, please do not hesitate to let us know.

Thank you,

Yours sincerely;

.....  
(FARAH FARHANA BINTI POYONG)

General Manager,  
Blushing Bride Bridal Boutique

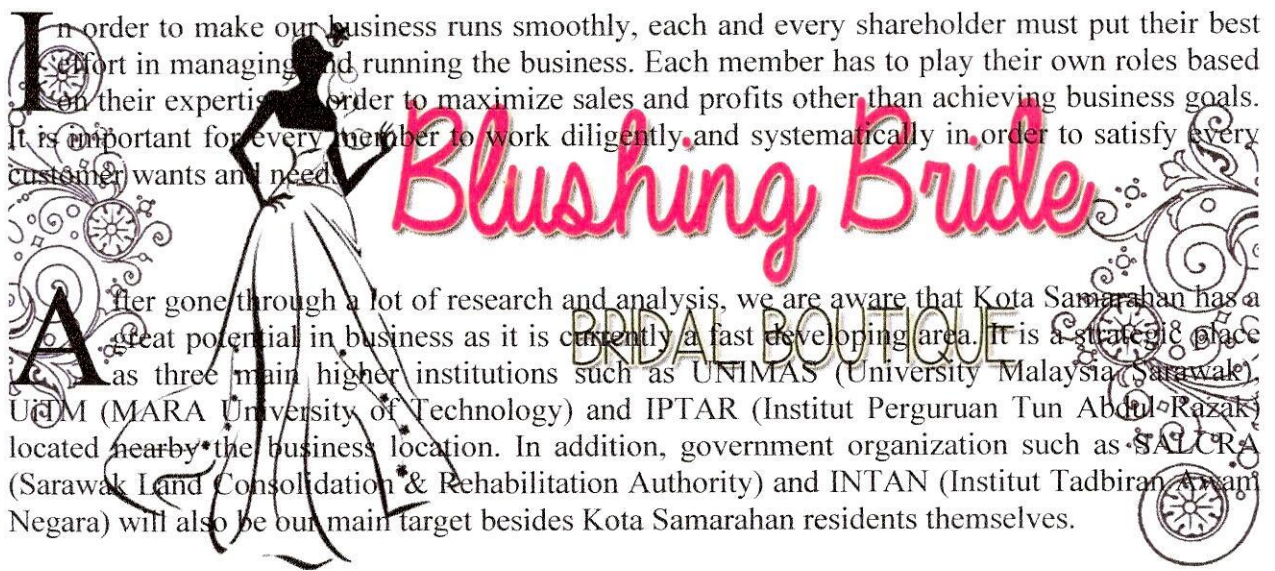
### 3.0 EXECUTIVE SUMMARY

**B**lushing Bride Bridal Boutique is a partnership company managed by five members which consist of General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. This partnership company objective is to spoil customers with variety choices of our packages at affordable prices.

**W**e decided to establish a bridal boutique at Kota Samarahan because we believe that we can attract customer by providing various services and packages at affordable prices. Other than that, we found out that Kota Samarahan has limited choices of bridal boutique despite its growing development. Therefore, by opening a new bridal boutique at Kota Samarahan we are confident that we will satisfy bride and groom to be needs and demand.

**I**n order to make our business runs smoothly, each and every shareholder must put their best effort in managing and running the business. Each member has to play their own roles based on their expertise in order to maximize sales and profits other than achieving business goals. It is important for every member to work diligently and systematically in order to satisfy every customer wants and need.

**A**fter gone through a lot of research and analysis, we are aware that Kota Samarahan has a great potential in business as it is currently a fast developing area. It is a strategic place as three main higher institutions such as UNIMAS (University Malaysia Sarawak), UTM (MARA University of Technology) and IPTAR (Institut Perguruan Tun Abdul Razak) located nearby the business location. In addition, government organization such as SALCRA (Sarawak Land Consolidation & Rehabilitation Authority) and INTAN (Institut Tadbiran Awam Negara) will also be our main target besides Kota Samarahan residents themselves.



## 4.0 INTRODUCTION TO BUSINESS PLAN

### 4.1 NAME OF COMPANY

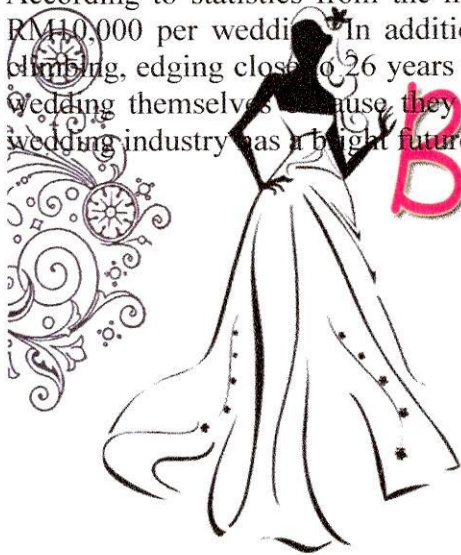
We choose Blushing Bride Bridal Boutique as our company name. Blushing Bride represents the meaning of gentleness, excitement and pureness of love of bride and groom to be in counting their wedding day. The name perfectly fit the nature of our business which providing various services and packages for wedding day.

### 4.2 NATURE OF BUSINESS

We are providing a service business as we found out that bridal business has a very high demand in Kota Samarahan. Since people in Kota Samarahan has limited choices of wedding services and packages, we decided to grab the opportunity to satisfy the customers need and demand.

### 4.3 INDUSTRY PROFILE

Like love, the wedding industry can be fickle, reacting strongly to economic ups and downs. According to statistics from the number of wedding held per year, couples spend an average RM10,000 per wedding. In addition, the average age for women and men getting married is climbing, edging close to 26 years old. This means, more couples are paying for all part of their wedding themselves because they want to have the best moment in their life. Therefore, this wedding industry has a bright future.



**Blushing Bride**

BRIDAL BOUTIQUE

