

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR300

BUSINESS PLAN

DUNGUN MUSIC CENTRE

Azri Haqimi bin Abd Manap (2006112059)

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COVER LETTER

University technology MARA
Cawangan Terengganu,
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23000 Dungun, Terengganu.

Madam Anita bt MD. Shariff
Lecturer ETR 300
Cawangan dungun
23000 Dungun, Terengganu

9 February 2009

Madam,

Submission of Business Plan

According to the matter, we group from HMD5HB would to submit our business proposal as we have already complete our business that we name as Dungun Music Centre.

2. Our business is offering service in music. We provide the studio, sell the instrument, service and repair it and giving a music lesson. Our business is located at : Block E 21, Pusat Perniagaan Sura Gate, 23000. Dungun, Terengganu.
3. We hope that you will be impressed with our business proposal because for us this business have a good potential to be developed even thought there are no music centre at Dungun that provide a service like us before.
4. We hope that you can give us a good advices, criticism or anything that can help us to finish our business.

INTRODUCTION

Our company name is Dungun Music Centre that perform the selling of musical instrument and the service of jamming and recording studio, musical class and repairing the musical instrument.

Our company consists of general manager which is Azri Haqimi Bin Abdul Manap, Operation and Administrative Manager Mohd Hafrizal Bin Che Harun and Financial Manager Muhd Azlan Bin Rozali.

We want to introduce our company that is call Dungun Music Centre. Our nature of business is providing a studio for music training, sell the music instrument, service and repair the musical instrument and teach the music lesson. At our music centre we provide the studio and the instrument for the musician to do their practice. We also sell many type of musical instrument including traditional music instrument and the spare part of the instrument. Not just that, we also provide the service of repairing the music equipment doing by the expert and the music lesson that we provide are conducted by the professional.

Our business is located at Block E 21, Pusat Perniagaan Sura Gate, 23000, Dungun, Terengganu. We choose to establish our business right there because the location was strategic and easy to find for all of people. It located at the main centre of Dungun and the building is surround by the market where all of people most to go to.

Our industry profile are include in the music Industry . The Malaysian government recognises that rapid economic growth must be accompanied by social, cultural and psychological progress for a truly improved quality of life (Prime Minister's Department 1996). Where in the past, encouragement of the arts and more specifically of music has been sporadic at best, recent developments have shown that the government is indeed serious in its campaign to promote serious music among the general public. Concrete steps which have been taken include the introduction of music into the New Integrated Secondary School Curriculum (Pusat Perkembangan Kurikulum 1994) by the Ministry of Education in 1995, as well as the setting up the National Arts Academy, National Symphony Orchestra and National Choir by the Ministry of Culture, Arts and Tourism in 1993. The government has also in recent years approved the setting up of several new degree programs in music at the various local universities. Many corporate based orchestras as well as private colleges which offer a variety of music

certificates, diplomas and twinning degrees have also recently sprouted up under the auspices of the present conducive environment.

Malaysian music is still in a state of evolution. It is the hypothesis of the present writer that a truly Malaysian music, one in which various elements of the various local cultures are merged and blended into a uniquely distinguishable musical style, has only just become attainable with the current peace, inter-racial harmony and prosperity experienced in the country. This is reflected in the relatively recent emergence of various Malaysian contemporary composers, be they from the classical or popular music traditions, who consciously strive to achieve this blending of cultures in their work.

Our business will be commence on 1st January 2010. The factors that we choose this type of business because, firstly, there is no musical instrument store yet in Dungun. Besides that, there is a lot of IPT in dungun that may be want to get the musical instrument for their studio, band, brass band or Dikir Barat group. Then, it is should be easy for the musician around dungun to get their musical instrument r to repair the musical instrument. Furthermore, there are many band, group, or association that that is in music around the dungun.

Our future prospect are to open the other branch in another town in Terengganu or in other state. We are also want to upgrade our store to be more systematic and comfortable for the customer used. We are also want to be more competence with another musical company and want to be the most successful musical company that manage by the Malay.

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Dungun Music Centre / Azri Haqimi Abd Manap...[et.al.].

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