



UNIVERSITI TEKNOLOGI MARA SAMARAHAN, SARAWAK

FACULTY OF ART AND DESIGN

DIPLOMA IN ART AND DESIGN (GRAPHIC DESIGN AND DIGITAL MEDIA)

(AD111)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

PROPOSAL VIGNETTE SDN. BHD.

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## **Letter of Submission**

Class AD111 4A & AD111 4B, Diploma in Art and Design,  
Faculty of Art and Design,  
Universiti Teknologi Mara,  
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Puan Siti Mardinah,  
Universiti Teknologi Mara,  
Kampus Samarahan, Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

18<sup>th</sup> NOVEMBER 2013

Dear Madam,

### **SUBMISSION OF BUSINESS PROPOSAL**

Adherence with the prerequisite for the completion of the course of Fundamental of Entrepreneurship (ENT300), we proudly submit to you the completed and final business proposal of our group, Vignette Sdn. Bhd. on this date which had been agreed before.

We would like to thank your kindness and generosity in guiding and leading us in the making of this proposal all this while. Without you advice guidance, 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 for our good in future. We want to thank you again and should there is any problem relating to this proposal, please let us know.

Thank you.

Yours sincerely,

## **1.0 INTRODUCTION TO BUSINESS PLAN**

### **1.1 Introduction**

Vignette Sdn. Bhd. is partnership business is in form of enterprise which consists of five members. All partnerships have agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will discriminate as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

### **1.2 Name of Business**

Vignette Sdn. Bhd. is given after all the partnership had agreed to use it as the name of our card design and printing company. Our company provide card design services and printing. From the name of our company "Vignette" means to create design which is related to our card designing business.

### **1.3 Nature of Business**

Our company provide card design services such as wedding card, birthday card, invitation card and business card. Besides that, we also provide designing of posters, brochures and flyers. Not only designing card but we provide with good quality printing. On the other hand, we accept custom made design from customers for theirs satisfaction.

## **2.0 Purpose of Business Plan**

A Business Plan is a written document that serves as a guideline for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project.

This Business Plan is important to be prepared and will be submitted to others parties for specific purposes and convince potential investors of the viability of a proposed venture. Moreover, it also used for ourselves as entrepreneur to understand more about the purpose of business. Furthermore, this will help us to make better judgement before investing in the proposed venture.

On the other hand, Business Plan can also be guideline for managing the “Vignette Sdn. Bhd.” as a reality business in future. When it becomes reality, the plans and strategies outlined in the business plan will be an important benchmark to help us gauge our progress.

This Business Plan also help us as new entrepreneur has solid and well-grounded information to supplement the planning and decision-making process with logical thinking and rational consideration rather than rely on emotion and gut feeling when facing the challenge.