

MARA UNIVERSITY OF TECHNOLOGY

ETR 300

CERAMIC CREATIVE CENTRE

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DIPLOMA IN BUSINESS STUDIES

5A



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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 dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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3. ZAFIDAH BT. RAZAK
4. ROSLINA BT. SAMSDIN
5. NOR HASLINDA BT. ABD. HAMID

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

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator

b.p. Provos

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EXECUTIVE SUMMARY

CERAMIC CREATIVE CENTRE is one of the company that offered many types of product from ceramic. Our business will be operating at :

**Lot 422, Kelibang,
07000 Kuah Langkawi
Kedah Darul Aman.**

CERAMIC CREATIVE CENTRE is a company, which manufactured, making a design and sell the ceramic goods such as dinner sets, tea sets, pottery and other souvenir goods.

It will be operating on 1st January 2002. As a manufacturer of the ceramic goods, we believe that we will face with many competitors. Therefore, we have made a research or studies about this business.

The business location that we choose is also the famous one as the recreation and tourism place in Malaysia. Furthermore, Langkawi Island is one of the tourism attraction, where most of the tourists are interested in Malaysia's ceramic art and design. This happened because the design of Malaysia's ceramic have its own quality and specialty. In addition, we also market our product not only around Langkawi Island but also around North areas, such as Kedah, Perlis and Pulau Pinang.

To open this business we need capital about RM 296 268 where it was contributed from every partner about RM 45 253.60 and a loan from Maybank Finance Berhad about RM 30 000.

Meanwhile, in its market potential ceramic goods are not the types of goods that consumers always need it but it has good potential in the market because of its unique design and most of the people from high class and middle group was interested in it. Other than that, to attract customers we're also take and order from customers where they can use their own design.

As conclusion, we hope that our company, CERAMIC CREATIVE CENTRE can compete with other that have established in this ceramic industry.