

MARA UNIVERSITY OF TECHNOLOGY

SUNGAI PETANI CAMPUS

INTRODUCTION TO ENTREPRENEURSHIP

ETR 300

HAND MADE ART GALLERY

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DIPLOMA IN PUBLIC ADMINISTRATION

NOVEMBER – MARCH 2002

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1.0 INTRODUCTION

We are running a partnership business, which are owned by 5 shareholders. We are doing a art gallery that is registered as Hand Made Art Gallery. Three shareholders that aere responsible to keep the business running successfully manage the business. The shareholders are:

- ❖ Norhashimah Mat Husin- Manager and Administration executive
- ❖ Rasmanizah Che Rahim- Marketing and Operational executive
- ❖ Dayang Khartini Awang Ahmad- Financial Executive and artist

(Detail of shareholders are attached in the Background of Partners)

we have chosen Lot 01-148-8, 1st Floor, PKNS Complex Shah Alam as our location of business. The location is considered strategic because the customers can find us easily. It is also due to the fact that the complex is located in Section 14, which known as the town of Shah Alam. It is also considered strategic because a number of bank are located nearby, such as Bank Bumiputera Commerce, Bank Muamalat, Maybank, Bank Simpanan Nasional and a few others. This is because people can easily withdraw their money from the banks of from the ATM machines provided.

The business will be stated on January 1st, 2003.

We are providing a servicing business, which is in painting, drawing and portraits. Many factors which has influenced us to choose this type of business. One of the reason is Shah Alam where known as an elite and education center. Our 'target market' is organizational sectors. Besides, students from IPTA and IPTS also is our target.

We can see that the business has a good market in Shah Alam according to the response to our competitors. As a strategy of business, we give chances to the customers to create their own design. Actually, the customers will be order an expensive art, so that we can take more profit, depends to the order. More products ordered mean more profit.

Our main product is painting, drawing and portraits. We use air brush technique and pencil technique. We sell the product with 2 ways:

Direct Sales

- ❖ The products are displayed to the public
- ❖ Limited of design

Ordered by individual/organization

- ❖ The products will be sent to the customers after 3 weeks it is ordered
- ❖ The customers can make their own design
- ❖ No delivery for order below than RM 150 for local customers.