

UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI

MATERNITY WORLD

SELLING GOODS AND SERVICES FOR
MATERNITY NEEDS

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ASAS KEUSAHAWANAN (ETR)

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

Sekian, terima kasih

Yang benar

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BUSINESS BACKGROUND

There are a lot of businesses in Malaysia that we can enter, either to enter an existing industry or create a new business. This would be depending on a demand of a consumer and supply from supplier. In order to plan a business proposal, we list down some of an interesting business. But after making an analyzing, we are decided to choose to make a business based on a demand of pregnancy equipment.

We name our business is the “Maternity World” and form of our business is partnership. In Malaysia, the growth of population is estimated to reach 70 million on the year 2020. By seconding this mission, the number of pregnant woman also could be increase. There are so many products and services for maternity needs offer in market it either import or produce in Malaysia.

Location of our business address is G14, Ground Floor, SP Plaza, Bangunan MPSP, Jalan Ibrahim, 08000 Sg. Petani, Kedah Darul Aman. Located in Sungai Petani, one of develops town a give a wide market. Date commencement at 1-1-2001. Factors influencing to choose this business are; first Lack of competitors in Sg. petani, increasing of woman working, mean they are lack of time to search to buy maternity need at different store. Secondly, higher demand in maternity goods. Create a varieties of business is one of the factors. Another factor is giving an alternative to customer to make a choice. Fourth, After some research are made we notice that, it is difficult to have one store that can providing all the maternity needs in single shop only. These give an idea to enter into this business and create new business. Difficulties to find competitors in Malaysia give a potential to this business to grow widely. Market demand on this business is high, this show by increase in the married structure. It is also give a stable market for our business because everyday there is a pregnant woman and this would be increase. A desire to have a special care in a nine month also will increase.

This business is very potential. Firstly, lack of competitors in Kuala Muda district. Secondly, more working woman, pregnant woman and increase of income in our Market size. Third, strategic location can ensure that our customer will increase.