

**UNIVERSITI TEKNOLOGI MARA
KAMPUS SG. PETANI**



**ORCHID VILLA
PLANTING AND SELLING LOCAL
ORCHID**

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29 AUGUST 2002



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Tarik 16 JUN2002

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

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

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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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EXECUTIVE SUMMARY LETTER



Our business name is Orchid Villa. Our business concept is local orchid. We chose this kind of business because the high demand of orchid. Even though we know that we will face with a lot of competitors that existing from outside Malaysia, but here we want to create an environment to buy local orchid among Malaysia, so that we can help the government to reduce the outflow of money outside the country.

Our business concept is partnership. There are five partners in the business, the General Manager is hold by Siti Khadijah Bt Shafie, the Administration Manager is hold by Rismawati Bt Roselie, the Marketing Manager is hold by Rozihan Bt Sulaiman, Operation Manager is hold by Siti Maizura Bt Ramli and the Financial Manager is hold by Raja Zuriatun Nur Bt Raja Abas.

Our business capital is RM 102,657.60. The General Manager has contributed a capital to the business worthing RM 25,664.40 while the other partners are contributing RM 19,248.30 per person. We also took a loan from the Bank Pertanian Malaysia amounted RM 150,000. Moreover, the entire partners are good in academic qualifications and also have high skills.

Our business is located at Lot 20, Jalan Aman Jaya, Aman Jaya, 08100 Sungai Lalang, Kedah Darul Aman. Our nursery is located near the main road because it easy to well known by customer.

For our Administration and Operational department, we have decided to built a single storey building, which consists of the office. We have bought fixtures and fittings, office equipment in order to ensure that our management will become easier.

For the Marketing department, we have decided to do some marketing strategy in order to ensure that our marketing plan will become effectively run. Our marketing strategies are based on 4 p's concept which consist of product strategy, pricing strategy, placing strategy and promotion strategy. Our target market is based on geographic and multivariate demographic segmentation. Our total sales forecasted for the first sales of 2004 are RM 630,000.

For the Administration and Operational department, we have decided to open the office and nursery 6 days a week. We will be opened everyday from Saturday to