

DIPLOMA IN ACCOUNTANCY

MARA UNIVERSITY OF TECHNOLOGY

SUNGAI PETANI CAMPUS

ETR 300

ASAS KEUSAHAWANAN

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Tarikh 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.

Pelajar-pelajar berkenaan ialah:

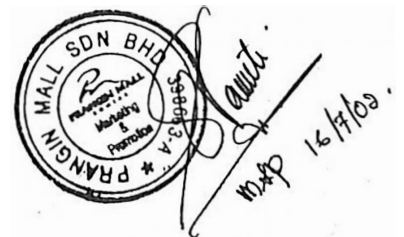
1. Syazana Marikan bt. Mohd. Sharif
2. Nur Lizawati bt. Desa
3. Nurul Hasliza bt. Muhamad
4. Hartini bt. Ab. Razak

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

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah



Summary Executive

Alhamdulillah and thank you to Allah SWT for giving us the chance to complete this business proposal.

We know that it is hard for us in order to achieve our goals to see our business successfully. But we really confident through the good and conscientious plan in all departments, which are administration, marketing, operating and financing. We also confident that Perfume House can stand like the other business.

With the systematic management, besides the support given by our workers, we believe that our business will develop from the marketing area, all the strategies have already planned to make our business can compete with other competitors. Besides that, good planning from the operating department can also boost the sales. The finance department can ensure that our business is in the good finance condition.

We have 100% sureness that Perfume House can reach its target. Finally, we hope that by using our effort and commitment, we might give all the best to the customers.

Purpose of business proposal

The business proposal is prepared to provide us a resource that can be used as a guideline and reference for operating our business activities. Besides, it is also used to convince external parties about stability and strength in asset and financial of our company.

Moreover, new entrepreneur can used this business proposal as their guideline.

By having this business plan, we will know whether this business has potential to expand in the near future. Otherwise, this business proposal also used as a guide for our company to manage the business more systematically and efficiently. Therefore, long term plan can be done more properly.

Other than that, this business proposal also can be a place to practice our knowledge, skills and proof of our own capability among Bumiputera entrepreneur.

Introduction of business

Perfume House, as retailer business provides a variety of perfume directly to the customers. This business is registered under partnership agreement. We involved in this business because as we survey, Bumiputera has no intention to organize this business. So, we as a new entrepreneur take this chance to run our business.

We choose 'Perfume House' as our business name is because the word 'perfume' itself show that we sell a perfume. While the word 'house' shows that our shop provide a variety of perfumes.

Our business situated at G-01, Prangin Mall, Jalan Dr. Lim Chwee Leong, 11000 Penang. This location has been chosen because Prangin Mall is located at the center of Georgetown City and this made Prangin Mall as a famous shopping complex in Penang compared to another shopping complex. Besides that, transportation and communication system available will make customers easy to come to our outlet. So we take this advantage to run this business besides increase our profit.

We have a reason for involving ourselves in this business. As some of our partners have an experience in this perfume business, we do believe that our business perfume will attract people to buy because it is satisfy the people needs. We also want to fulfill consumers demand for high standard and high quality perfume. Besides, we hope that we can be a Bumiputera which involved seriously in perfume industry.

This business has its own and existing competitors on the industry. Our major competitors are Body Shop, Avon and Glow. All this competitors are already established and well known by customers. However, we are making continuous assessment to find out the competitors strengthens and weakness, so that we could came out with a good strategy to compete with them.