



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENUERSHIP ETR 300**

HARMONY MUSIC CENTRE

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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

Sekian, terima kasih.

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PURPOSE OF BUSINESS PLAN

Each entrepreneur prepares business plan before they start their business. By doing business plan, each entrepreneur can see and identify whether the business is suitable or not. This business plan is prepared by Harmony Music and will become a guideline for us to manage our business.

Besides that, business plan is important for our company to plan and arrange the steps to exceed others competitors to provide a new project. From business plan, we can know the entire problem that we had to handle and take the suitable and right action. Moreover we can know all the sources that we need in order to provide for the business. Business plan also is useful because it can be a guideline to us in operating our business.

The business plan also is useful to make a loan in from banks and other financial institutions. It also can attract and give a high confidence to the investors who wish to invest in our company.

Finally, business plan is very important to us because it can help and assist some information before we operate such business and to apply a loan from banks.

INTRODUCTION

The ideas to open the musical centre started when we met together after finished our courses at UiTM. We have decided to operate a centre where customers can buy, play, rent and learn musical instruments there. Then after a few months, we form a business that was called HARMONY MUSIC CENTRE.

There are a lot of potential businesses in Malaysia that an entrepreneur can enter. In order to plan a business proposal, we have list down all interesting and potential business, which has good future to enter. But after making an analyzing and surveying, we have decided to choose a business that focused on music because all of our partnership are interested in music and we believed that the business has a bright opportunity for us, as there are less Malay entrepreneurs involve in this field.

To be successful entrepreneur, one must take and implement the risks that occur. We dare to take the risk because we can see the advantages in doing this kind of business such as the needs of the youth to the musical instruments.

Our management has a clear idea of what our customers want or expect from us. These types of anticipation are helpful in building customers satisfaction and loyalty. And, it is certainly a good strategy for beating the competition or retaining our competitiveness. Our mission is to become the leading musical centre in Sungai Petani.