



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

**LEARNING AID ENTERPRISE
(ART)**

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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.

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Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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INTRODUCTION

Learning Aid Enterprise is established as a trading business and its business transactions involved directly to the customers. Learning Aid Enterprise is registered under the partnership agreement. We were encouraged to enter in this business because of the increasing population from time to time in our country. We will start to operate our business in year 2003.

We choose this particular name (Learning Aid Enterprise -ART) on the agreement of all partners. The location of our business is situated at no 18, Jalan Permatang Rawa, Bandar Perda, Penang. We selected this particular location by looking on our target, comprehensive infrastructure such as communication network, transportation, competition and development of the area.

Malaysia is considered as a developing country. With the international scenario, it has encouraged our economy to develop by 8%. Due to this, it has encouraged our economy to grow especially in the business sector. Besides this, Rasulullah s.a.w. has always encouraged the society to enter into the business world because 9/10 of our income comes from here. Businesses that involve learning equipment are rare in Malaysia because of the lack of interest of entrepreneurs, especially those who are Bumiputra's. Due to this, a business was form and given the name Learning Aid Enterprise.

PURPOSE OF BUSINESS PLAN

The purpose of having a business plan for our business (Learning Aid Enterprise –Art) is to provide us a resource that can be used as a reference and a guideline for operating our business activities. With this, we can analyze and evaluate our business potential. Besides that, we can look whether the business has a wide range of business opportunities and whether this particular business has the potential to expand in the near future. By having this business plan, we can arrange strategies and estimate our future problems and business activities for the first few years, to see if we can complete in the business environment.

Secondly, the purpose of a business plan is to provide a reference to the external parties such as lenders, suppliers and investors. This business plan is to show to our suppliers and lenders that we have the opportunity to expand our business in the future. Last but not least, the business plan will act as a guideline for us to start the business and run it in order to become among those Bumiputra's who are already involve in the business world.