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Diploma in Office Management and Technology

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**ETR 300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**TITLE:**

**HANDICRAFT**

Seri kraf

H.S (D) 1192, No. Lot PT. 165,  
Tingkat 1, Pekan Marang,  
Daerah Marang, Terengganu.

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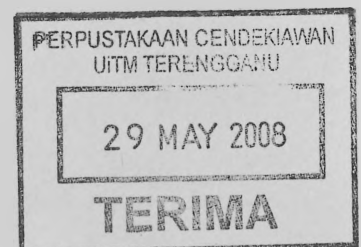
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Last but not least, we also want to express thank to everyone who directly or indirectly contributed to the assignment. With their help and support, our assignment is well completed and we hope Allah will bless them for their cooperation.

With Love,

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## **CHAPTER ONE**

### **Introduction**

Our company has been named by Seri Kraf. The nature of our business is handicraft. Handicraft field in Malaysia was commercialized by the government and have been popular among the local and foreign tourist. The government had given the support to this industry so that it can develop the country especially for those in remote place. Beside that, this industry also benefits us in terms of job opportunities, increasing the family income, and introduces our country in the eye of the world.

Furthermore, handicraft products are popular with their high quality. That's why the tourist from outside and inside this country is very interested and satisfied to have this kind of products. Other than that, there are also the limited numbers of people who have the skills to produce the handicraft.

After the discussion, we have decided that we will build our company at H.S (D) 1192, No. Lot PT. 165, Tingkat 1, Pekan Marang, Daerah Marang, Terengganu. Our company will be commencement on Jan 2008. The factors which have brought us to open this kind of business are first, to promote the local handicraft made by local citizen. Second, because of our country have a lot of resources to develop this field of handicraft such as bamboo, cane, mengkuang and kercut. More than that, we also support the government effort in achieving success of the campaign "One District One Product" and the campaign of "Visits Malaysia".

In addition, our company is a handicraft retailer. We buy products from wholesaler and sell products straight to the customers. Our target customers are tourists (local and foreign). Our company has its own future prospects which are to export the products of handicraft to the outside of the country. For the long terms planning, we will open the new branches inside this country and also one branch outside the country. After five years operation, we wish to achieve the profit increase in about 2% equal to RM1,161,961.56.

## **CHAPTER TWO**

### ***Purpose***

This business plan is prepared by Seri Kraf for various purposes. Three of them are:

1. For the purpose of obtaining working capital loan from Bank Pertanian for the amount of RM50,000
2. As a guideline for managing the propose venture.
3. To analyze and evaluate the viability of a propose venture.



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