

UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI



ASAS KEUSAHAWANAN
(ETR 300)

VIRJEANIA ENTERPRISE

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

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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

MOHD. AZHAR OSMAN

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EXECUTIVE SUMMARY LETTER

Our business name is Virjeania Enterprise. Our business concept is Denim Jeans. We choose this kind of business because there is no local manufacture of this product in Malaysia and we tried to be the first manufacturer to produce denim jeans in Malaysia. Even though we know that we will face a lot of challenges from the existing brands such as Levi's, Lee Cooper etc, but here we want to create an environment to buy Malaysian made product among Malaysian, so that we can help the government to reduce the outflow of money outside the country.

Our business concept is partnership. There are 4 partners in the business, the General and Administration Manager is hold by Fadlin Hanim Binti Mohd. Rosli, the Marketing Manager is hold by Asainaida Binti Abu Talib, the Operational Manager is hold by Sumarni Binti Sarudin and the Financial Manager is hold by Puteri Nurul Aini Binti Megat Khas.

Our business capital is RM 501 600. The General Manager has contributed a capital to the business worthing RM 141 600, while the other partners are contributing RM 120 000 per person. We also took a loan from the bank amounted RM 500 000. Moreover, the entire partners are good in academic qualifications and also have a high skills.

Our business is located at Lot 73(b), Jalan Cahajaya, Kawasan Perindustrian Bakar Arang, 08000 Sungai Petani, Kedah Darulaman. Our factory is located in a strategic manufacture sites because the rent is quite cheap and also the place is is suitable to do the manufacturing process. This place is also far from the hustle and bustle of the city.

We choose Bakar Arang Industrial Site as our main business centre because it is situated in the middle of 2 cities, Penang and Alor Setar. This will make us easy to find the distributor to sell our products.

For our administration and operational department, we have decided to rent a double storey building, which consist of the office (upstairs) and the factory (downstairs). We also did a renovation in order to create a good working environment and also a nice atmosphere for our customers. We have bought fixtures and fittings, machines, computers in order to ensure that our production will become easier. We also provide stores for storing our stock of goods.

For the marketing department, we have decided to do some marketing strategies 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 geographics and multivariate demographic segmentation. Our total sales forecasted for the first year of 2003 are RM 26 582 780, while for the year of 2004, our forecasted sales are amounted RM 29 241 058. Lastly, our total sales forecasted for the year 2005 are amounted RM 33 627 216.

For the administration and operational department, we have decided to open the office and factory 6 days a week. We will be opened everyday from Monday to Saturday and we will close on Sunday. We also close the factory during emergency cases and during public holidays. In operational department, we also have to consider the amount of purchases that have to be made. In order to make our operation process become effective