



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH**  
**KAMPUS SUNGAI PETANI**  
**ETR300**

**HOTTEST BAG SHOP**

**PREPARED BY: PA 24A**

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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. Balqis bt Rasli (2001271434)
2. Nur Syakirah bt Ibrahim (2001271123)
3. Nur Ash Shifak bt Mat Jusoh (2001271969)
4. Norkhairulliza bt Che Ali (2001271521)

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



## INTRODUCTION

Hottest Bag Shop was established in 2004, which was located at 1-1-24, First Floor, Centre Square, 08000 Sungai Petani, Kedah. Our organization is a partnership company that has been start with the capital contribution:

GENERAL MANAGER AND ADMINISTRATION MANAGER	RM40, 845
OTHER PARTNERS (RM 27,000 *3)	RM81, 000
BANK LOAN	RM 50,000

Concept of our business is partnership. There are four partners in this business, which is divided into General Manager, and Administrative held by Nur Ash Shifak Bt Mat Jusoh, Marketing Manager held by Balqis Bt Rasli, Operational Manager held by Norkharulliza Bt Che Ali and Financial Manager held by Nur Syakirah Bt Ibrahim.

This Hottest Bag Shop Business has been our choice because the number of Malay's entrepreneur in the in this particular field is too small. We are encouraged to interfere in this business because we want to help our Bumiputera especially Malay in getting the product. In addition, this business also promising and high margin of profit rate. We have come to this conclusion since we have made an observation and research before started the business.



## EXECUTIVE SUMMARY LETTER

A comprehensive business plan help us to analyze and evaluate the ability our proposed project. This business plan is a guideline for us to running of the business efficiently and effectively.

Four aspect of area must be given a seriously attention that is Administration Plan, Operational Plan, Marketing Plan and Financial Plan to running the business of Hottest Bag Shop.

### ↳ **Administration Plan**

This is consists of a managerial aspect such as organized and managed our daily business operation. It is essential in order to achieve mission and objective of our business. In Administration Plan, shows the ability to divide the task according to specified manager function based on qualification and relevant skills.



### **Operational Plan**

This plan is the most important in operational activities such as ordering, stocking and supplying in order to meet our expectation and satisfaction. Generally, operational plan provide the systematic flow process, effective working schedule to meet the Hottest Bag Shop requirement and also to meet the customer satisfaction.

### **Marketing Plan**

This plan is the pulse and vital of our business in order to achieve profit and maintain the image of Hottest Bag Shop in the market. In the marketing plan, it can direct us on how to determine our own market target, product concept and forecasted sales. Marketing strategies is needed for producing the best product and the best services to our customer.

### **↓ Financial Plan**

The information of the financial flow of Hottest Bag Shop is important to determine whether the business making any profit or vice versa. It is also essential for the management line to make decision making based on financial report for expanding the business in the future ahead of Hottest Bag Shop.

In conclusion, the four aspect area is mutual dependent to each other to ensure the smooth moving of Hottest Bag Shop.