



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI  
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**CONTEMPORARY ORIENTAL OUTLET**

**PREPARED BY: PA 13**

<b>SITI NUR ATIKAH NAZARI</b>	<b>DPA</b>	<b>2000107062</b>
<b>NOR ZURIATI CHE LAH</b>	<b>DPA</b>	<b>2000107135</b>
<b>NOR SHAHZURA SHAHBANI</b>	<b>DPA</b>	<b>2000107279</b>
<b>NORDIANA ISHAK</b>	<b>DPA</b>	<b>2000302354</b>
<b>NORHALIZA MAT ZAIN</b>	<b>DPA</b>	<b>2000107222</b>

**07 APRIL 2003**

# CONTENT

SUBMISSION LETTER	i
ACKNOWLEDGEMENT	iii
EXECUTIVE SUMMARY LETTER	vi
<b>INTRODUCTION</b>	
INTRODUCTION	1
PURPOSE	3
PARTNERSHIP AGREEMENT	5
BUSINESS BACKGROUND	10
PARTNERSHIP BACKGROUND	11
BUSINESS CARD	21
COMPANY LOGO	22
<b>ADMINISTRATION</b>	
INTRODUCTION	25
ORGANIZATION STRATEGY	26
ORGANIZATION CHART	27
JOB DESCRIPTION	28
REMUNERATION AND INCENTIVE OF WORKER	38
WORKFORCE PLAN	40
PREMISE LAYOUT	43
OFFICE LAYOUT	44
LIST OF STATIONARIES	45
LIST OF FIXTURE AND EQUIPMENT	46
PRE-OPERATIONAL BUDGET	47
ADMINISTRATION BUDGET	48
<b>MARKETING</b>	
INTRODUCTION	49
REASON	50
PRODUCT CONCEPT	51
TARGET MARKET	54
MARKET SIZE	56
COMPETITORS	57
MARKET SHARE	61
AVERAGE SELLING PRICE	65
FORECAST SALES AND SERVICES	67
MARKETING STRATEGY	69
MARKETING BUDGET	73



## EXECUTIVE SUMMARY LETTER

A comprehensive business plan helps us to analyze and evaluates the ability of our proposed project. This business plan is a guideline for us to running the business efficiently and effectively. To run the business of Contemporary and Oriental Out Let four aspects of area must be given a serious attention. It is starting with administration plan, operational plan, marketing plan and finally financial plan.

First is administration plan, it consists of a managerial aspect such as organization and management of our daily business operation. It is really essential in order to achieve mission and objective of our business. In administration plan, it shows the ability to divide the task according to specific manager function that based on qualification and skills.

Secondly is operational plan which is the most important part in the business operation activities such as make an order and determine the amount of stock in order to meet our expectation and also the customers' satisfaction. In general, operation plan provide the systematic flow process, effective working schedule to meet the company requirement and also the customer satisfaction.

As we know, the marketing plan is the pulse of the company in order to achieve higher profit and maintain the image of the company in the market. In marketing plan, it can direct us on how to determine our own target market, product concept and forecast the sales. Marketing strategies is needed in introducing the best product and the best service to our customers.

Finally is the financial plan or also known as the information plan. The information of the financial flow is important to determine whether the company making

profit or not. It is also essential for the management when to make decision-making based on the financial report for expending the business in the future.

Hopefully that our business will be succeed and bring us a lot of profit so that it can be divided equally among us according to the partnership agreement. Normally, we also put the earlier years as a trial year where it seems to be the hardest time for us. But, the hard work will pay us by giving evidence that the Malay and young entrepreneur like us can also counter part in this trading business that being monopolized by other races before.



## INTRODUCTION TO CONTEMPORARY ORIENTAL OUTLET (COOL)

As all of us know, business field and entrepreneurship is a division from economic sectors that require innovative, intensive, motivation and other combination of good attitude that can lead an entrepreneur to its successions either by using the Islamic ways or the conventional ways of management. So, due to that fact, we agreed to form a business called Contemporary Oriental OutLet (COOL) that represent the impressive and exclusive collection of high quality and updated fashion range (Imported items) especially for Malaysian market.

Our company is situated at the SP Plaza Sungai Petani, Kedah. We had rent three shop lots as we had renovate it into three sections. The sections are the office, the shop to display our products and the last section is the store to place all the stock that we have. The rental amount is different for each section as the rent for office is RM 550.40, the shop is RM 1097.60 and the store is RM 550.40. This is due to the different width of the shop lot. The total amount of rental that needs to be paid for every month is RM 2198.40. Besides that, we had spent around RM 7000 to renovate the shop lot.

Before we can operate our business, we have to pay a deposit to the SP Plaza. The shop's deposit is 25 % from the rental amount which is RM 274.40 whereas the deposit for office and store is same which is RM 275.20. The total deposit is RM 549.60.

Our business is operated at the lot 17, 18, 19 of SP Plaza, 08000 Sungai Petani, Kedah Darul Aman and our business hour is from 10 a.m to 10 p.m every day.

Hopefully, through this kind of effort, we can give a new perspective towards fashion to the Malaysian, as we are not just focus on western trend but also look for the