



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

INTRODUCTION TO ENTREPRENEURSHIP ETR300

SEASHELL HANDICRAFTS STORE

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07 APRIL 2003

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Rujukan Kami : 500-KDH (MEDEC. 15/2/1)
Tarik 26 Jan 2003

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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. Rasyidi Ramli
2. Siti Sara Ahmad
3. Norbiha Salasiah Busu
4. Norhayati Mat Isa
5. Shahrinas Abd Malek

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
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INTRODUCTION

'Seashell Handicrafts' is the name given to our company. It is going to be established on the 1st of January 2004. By looking at the name itself, it tells us that this business involves the use of seashell in every production that we made as a whole.

By using seashell as the main gadget in this business, it is sure going to be an interesting business ever. This type of business is also few nowadays. This is because, many people think that this business is demanding and can't bring any profit at all. However, we are now wanted to prove that this business is not only interesting but also has the potential to be a profitable business.

We had determined the strengths and weaknesses in opening this business and we had come up to a conclusion that if the strategies that we chose are good enough and correct, we are not only going to be known by people, but we are also will gain high profits possible.

We had agreed to open our business in Lumut, Perak, where it is known as one of the popular tourists place in Malaysia. This is because tourists are our first customer targets. Tourists are really into this type of handicrafts where they can bring them back to their country as gifts for their friends and families.

It is proven that this business will not only have the potential to survive but it will also help Malaysia to upgrade its name up to the international level. Besides that, in terms of the production, we had decided to hire locals/ rural area people as ours suppliers where they are responsible to produce handicrafts like picture frame, flower decorations and so on using seashells and supply them to us.

To make it more interesting and different from any other handicraft store, we are also give our customers the opportunity to creatively make their own gifts or handicrafts

EXECUTIVE SUMMARY

As we can see, our country, Malaysia is developing from time to time. It is stepping closer towards the realms of business development. The participation of Malaysians in business sectors is really encouraged by the government. Thus, government provides so many contributions to those who face difficulties in running their business. The helps can be seen in terms of government loans, grants and so on. The participation of the financial institutions is also important. We did make a lot of considerations before opening this business. We had come up with a conclusion that is, the participation of the Bumiputras in this kind of business is really limited. We had decided to proceed with this business, as we are truly confident with it. With this opportunity, we decided to open;

‘SEASHELL HANDICRAFTS’ STORE

‘Seashell Handicrafts’ store will be operated on the 1st of January 2004. The operation of the business is based on the Partnership Agreement that all partners had earlier. Partners are informed about the matters pertaining to the flow of the business. This is done so that they will be aware of it. Basically, the business is really interesting as we deal with seashells as a whole. We hardly come across this kind of business, nowadays, that is why we see it as a very valuable opportunity that we should not let go.

The scope of the business is quite large. This is because the location of our business is in the middle of the tourist's place. Besides, the population of the place is increasing from time to time. The place is also complete with basic facilities and infrastructure, such as electricity, water, telephone line and transportations.