



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

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**IMPIAN CARPET**

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

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Sekian, terima kasih.

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**MAZNAH WAN OMAR**  
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## EXECUTIVE SUMMARY

Impian Carpet is a firm consist of five partners that carry on intermediate, classic and exclusive, and contract carpet that located in Penang.

- ❖ Main objective is to generate as many profit as we can.
- ❖ To break trough the carpet industry and capturing large number of market shares.
- ❖ We expected that this business is profitable since the increase in standard of living of people in Malaysia.
- ❖ The price that we offer is suitable to all level of income. For intermediate income our product price is around RM 100 to RM 7 000. For higher level of income our product price is around RM 8 000 to RM 48 000.
- ❖ The special advantage of our product is for classic and exclusive carpe, it have a guarantee period, depends on product value. For the classic carpet the value will increase depends on it useful life.
- ❖ Our location is part of our product positioning strategies, at Gurney Plaza is to create a good image from our target customers. All facilities needed were already there.

## INTRODUCTION

Carpet is originally comes from Iran. Arabians come too Malay State to trade carpet business. Since from that, people in Malay State interested in using carpet. They feel that if they have carpet the standard of living is higher. Then, it grows up until now. The most imported carpet is from Belgium because that country produces more carpets than other country.

Impian Carpet is a business that will begin operations in 2005. Impian Carpet is serves in Penang especially houses, restaurants, hotels, mosque and school. The recovery of our economy now gives many advantages to investors and entrepreneurs to enter in new business. Nowadays, many new development areas in Penang have been rising. So, Impian Carpet has a bright future in selling of intermediate, classic and exclusive, and contract carpet.