



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

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**FURTECH (M) SDN BHD**

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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.

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Pelajar-pelajar berkenaan ialah:

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2. Farina bt. Faishal
3. Azfarawaheda bt. Aziz
4. Noraini bt. Che ~~Med~~ MOOD
5. Norhafiza bt. Mahamad Nor

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

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## **Introduction of business**

FURTECH is established as a retailer and service business and its business transaction involve directly with the customers. FURTECH is registered under the partnership agreement. The increasing population from time to time in our country brought us to the idea of entering this business. The date of our business operation is on 1<sup>st</sup> of January 2003.

We choose this particular business name (FURTECH) is because the word itself already shows and states the kind of business that is being carried on. The word 'FUR' represents the type or the product that we provide which is the furniture for bedroom set. The word 'TECH' refers to the technology which we are using for. Besides, we also provide the catalogues about decorating and interior designing the dreams of customers' bedroom.

FURTECH is situated at No. 19 Jln Cempaka 1/1, Bandar Aman Jaya, 08000 Sg. Petani, Kedah. This particular location is selected considering of our target market, competitions, and development of the area. Besides that, it is an industrial town.

For the new coming millennium, the citizens of Malaysia are keeping abreast with the development of technology. In order to maintain a healthy lifestyle as well as the

development surrounding, a good sleep is needed to rebalance our body system. Based on this prospect, we can see that our business have a very bright future.

We choose to enter this business for many reasons. Firstly, all of the partners have an interest in bedroom set and some of us have some experiences in dealing with this type of business. Besides that, there are fewer competitors in our market. Another factor influencing our choice is because there a lot of distributors situated in Kedah. Lastly, this type of business had a wide range of market.