



UNIVERSITI TEKNOLOGI MARA
MUKAH CAMPUS, SARAWAK

FACULTY OF BUSINESS MANAGEMENT

ETR 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

“COUPLE SHOP”

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SUBMISSION LETTER

Diploma in Business Studies,

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Miss Siti Farah Binti Lajim,

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Miss,

RE: SUBMISSION OF BUSINESS PLAN REPORT

We the mentioned above title, we had completed our Business Plan Report and we would like to submit it. The studies and research had been done according to the guidelines and procedures.

EXECUTIVE SUMMARY

Couple Shop is a partnership business that consists of four partners where they are the same interest and passion in business. The four partners are the General Manager and also controlled as Administration Manager, Marketing Manager, Operation Manager, and Financial Manager.

Couple Shop is a business mainly based on couple stuffs which are T-Shirt, accessories and photo booth. These things is a part of our products. We import most of them from overseas. Some of our brands is more famous to the teenagers lover like K-Pop style nowadays. Our market targets are couple lovers, teenagers and newly wed. What makes our business unique than others is we provide all these stuff is to the couple lovers because there is no any shop that fully focus with couple stuff. We also provide couple booth in our shop to our customers which are couple lovers for their to take some moment when they together.

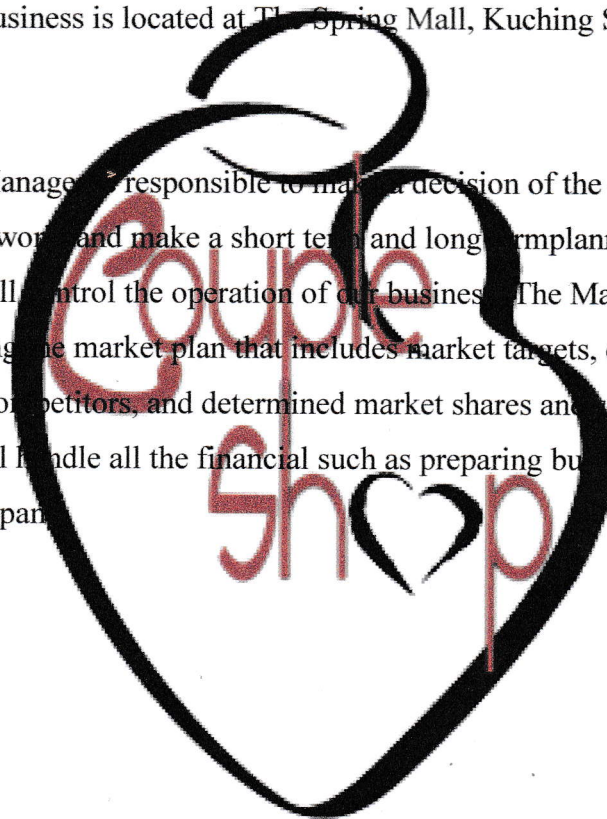
We decided our location to be at The Spring Mall, Kuching. It is strategic place where it is located around 15 minutes away from town. The mall is also near too few neighborhoods and it will be easier for the customers to shop there make a stopover at our shop.

We expected to increase the number of customers and gain profit. We aim to be one of the famous shop in Sarawak. We hope in the future we have good records of sales and to open more branches in other states.

1.0 INTRODUCTION OF BUSINESS PLAN

In the making of our Business Plan, we have chosen as group to open up the shop as called as Couple Shop. The idea came from our discussion with beloved lecturer which is very interesting and it creates quite attraction to the publics. The Business Plan is specially made for those who are interested in making a business related to get attraction from public couple's and for sure to gaining our profits in the business. Our business is n the form of Partnership because our four managers have the similar business interest and every one of them has the ability to start the business and has a broad knowledge of entrepreneurship business world. Our business is located at The Spring Mall, Kuching Sarawak.

The General Manager is responsible to make a decision of the company, make sure all the managers do their work and make a short term and long term planning of company. The Operation Manager will control the operation of our business. The Marketing Manager is responsible in preparing the market plan that includes market targets, determined the market size, identify market competitors, and determined market shares and sales forecast. Our Financial Manager will handle all the financial such as preparing budget and financial statements for the company.



"being together"