



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**ENT 300**

**“ZICA’S BRIDAL BOUTIQUE”**

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**DIPLOMA IN BUSINESS STUDIES**

**FACULTY OF BUSINESS MANAGEMENT (BM111)**


**PREPARED TO:**

**MISS SITI FARAH BINTI LAJIM**

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## SUBMISSION LETTER

Diploma in Business Studies,  
Faculty of Business Management,  
Universiti Teknologi Mara,  
Mukah Campus,  
96400 Mukah,  
Sarawak.

19<sup>th</sup> September 2014

To:

Miss Farah Binti Lajim,  
Lecturer of Fundamentals of Entrepreneurship (ENT 300),  
Universiti Teknologi Mara,  
Mukah Campus,  
96400 Mukah,  
Sarawak.

Miss,

### SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

According to the title above, we would like to submit our business plan on the name of Zica's Bridal Boutique consists of all the detail, example, documents and the following procedure which is located at Mukah, Sarawak.

2. This report consists of important elements and aspects that have been considered in the beginning of business. In this report, it includes our business profile, structure administrative, financial plan, marketing plan and operation plan aspects and all of the information that is regarding to the business plan.

3. There is the list of entire group members that involved in the process of completing this business plan:

- NURFATIN ATHIRAH BINTI RABAIE (2011563193)
- NURZALIZA BINTI KHALID (2011115449)
- ZULFIKA BINTI MEARAJ (2011556919)
- JESSIANA SHEMEE ANAK KASA (2011519151)

## **LOAN APPLICATION LETTER**

Ms. Jessiana Shemee Anak Kasa,  
General Manager/Administration Manager,  
Ground Floor, No. 88, Mukah New Township,  
96400, Mukah,  
Sarawak.

To:

Mr Abdul Rahman Bin Jainudin,  
Lot 1152 & 1153,  
Block C Mukah Town Extension Phase II,  
96400, Mukah,  
Sarawak.

10<sup>th</sup> September 2014

Dear Mr. Rahman,

### **Re: Loan Request for RM 55, 000**

I am requesting a business loan in the amount of RM 55, 000 for the purpose of opening my boutique business. I, Jessiana Shemee Anak Kasa and my partners which is Nurfatin Athirah Binti Rabaie, Nurzaliza Binti Khalid and lastly Zulfika Binti Mearaj have name our boutique, Zica's Bridal Boutique. As I have a significant experience in financial and opening up our business, we have contributes a lot of our capital into it.

2. Furthermore, business here is healthy business, we would like to open up our on bridal company which include other services that other bridal do not have. For example henna services, car decoration, groom and bridal outfits and many more. As other entrepreneur, we want our business to gain profits and can make customer feels satisfied with our services and products. We really hope that our business can gain a very good profit from time to time.

3. Besides, our future prospect of this business is we can minimize risks and can gain a lot of customers and potential client to deal and to get services and can from our boutique. We also hope that we can open another branches around Malaysia. Thus, we will provide a high quality of services and product to our customer and can do work as our moto which is "Make

## **1.0 INTRODUCTION**

A business plan is one of a step to achieved business goals. For this business, we worked as a team to open up the bridal business that is called as Zica`s Bridal Boutique. All of our group members make a discussion and had decided to open up with bridal boutique business because of the limited number of this kind of services and boutique in Mukah town. Besides, it is such as an interesting business. This business plan is made for those that are interested to get the services especially for their wedding or engagement and also to gain in our business profits. This business is in the formed of partnership business. All of our members which are for of the managers in this business have the same interest in business and able to start up this business because of the knowledge in entrepreneurship field. This business is located at New Township Mukah Sarawak.

In our business, most of the decision is made by our general manager. She will make sure that all of the managers in each department do their work in the right track and always have her planning for this business future either in the short or long term. All of our business operation was managed by our operation manager. In addition, our marketing manager is responsible in preparing all of the tasks that is related to marketing such as in preparing the market plan, identified the market target, determined the market size, identified market competitors and determined the market shares and sales forecast. Lastly, our financial manager will handle the entire financials plan and gather all of the information about the budget in this business and also preparing budget and financial statements for the company.