



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Negeri Sembilan
Kampus Kuala Pilah



FUNDAMENTALS OF ENTREPRENEURSHIP ENT300

Indah Wedding

TILL JANNAH



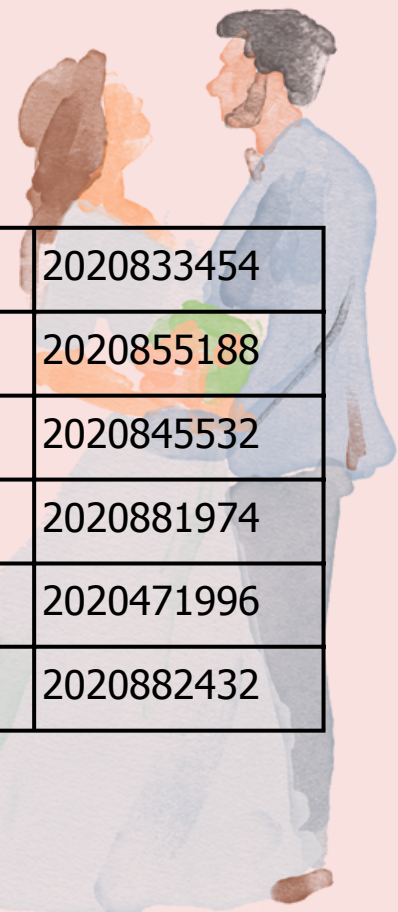
INDAH WEDDING

-till Jannah

Faculty of Applied Science

Diploma in Microbiology

AS1145A2



Ilman Shafiy bin Mohd Sa'odi	2020833454
Nur Hidayah binti Norizam	2020855188
Amieruddin bin Salehuddin	2020845532
Muhammad Zaim bin Muhammad Zuhid	2020881974
Nurul Almas binti Yusseini	2020471996
Firdaus bin Suharman	2020882432

Prepared for : Dr Asiah Ali

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Indah Wedding is a wedding planner business aims to realise the dream wedding of our customers. We will manage and provides services that is essential to one's wedding. All the services and will be tailored to our customers' details and requirements as well as taking account of budget and expectations. Our vision and mission are drawn from that very aim. Our vision "To create a wedding days experiences that have qualities, strengthen connection between each couples and their guest by celebrating the collective life experiences that brought them together and be a memorable day throughout their life and ever." Our mission, "To plan and design a memorable wedding that are affordable and satisfaction of our service to each couple, fulfilling their truth love story, personal values and follow their style." Even more so, our slogan, is a prayer, a well-wish to our customers, "Till Jannah". Until heaven, the love that we celebrate, shall last.

Indah Wedding objectives fall into 2 categories, short-term and long-term goals. Short-term goals, to be main choice for customers to hold wedding ceremonies and make the event run smoothly and be the most special day for the couples. Long-term goals, expand our business to other cities in Malaysia and subsequently to other countries; provide more themes and be able to fulfill customers' requests; and become one of the famous local wedding companies with acceptable price packages.

Indah Wedding is built upon partnership of 6 people. Ilman shafiy mohd sa'odi as general manager; Amieruddin Salehuddin as Administration Manager; Nur Hidayah Norizam as Marketing Manager; Muhammad Zaim Muhammad Zuhid and Nurul Almas Yusseini as Operational Managers; Firdaus Suharman as Financial Manager. All these managers with their duties and responsibilities will surely strive in achieving all the objectives and upheld our vision.

Indah Wedding is located in Seremban, Negeri Sembilan. More specifically, the Dewan Pekerti. This hall is strategic and suitable for a beautiful events. Surrounded by parks, trees, hotels, and shopping malls; these amenities are distant enough not to disturb the greenish atmosphere, close enough not to be considered accessible.

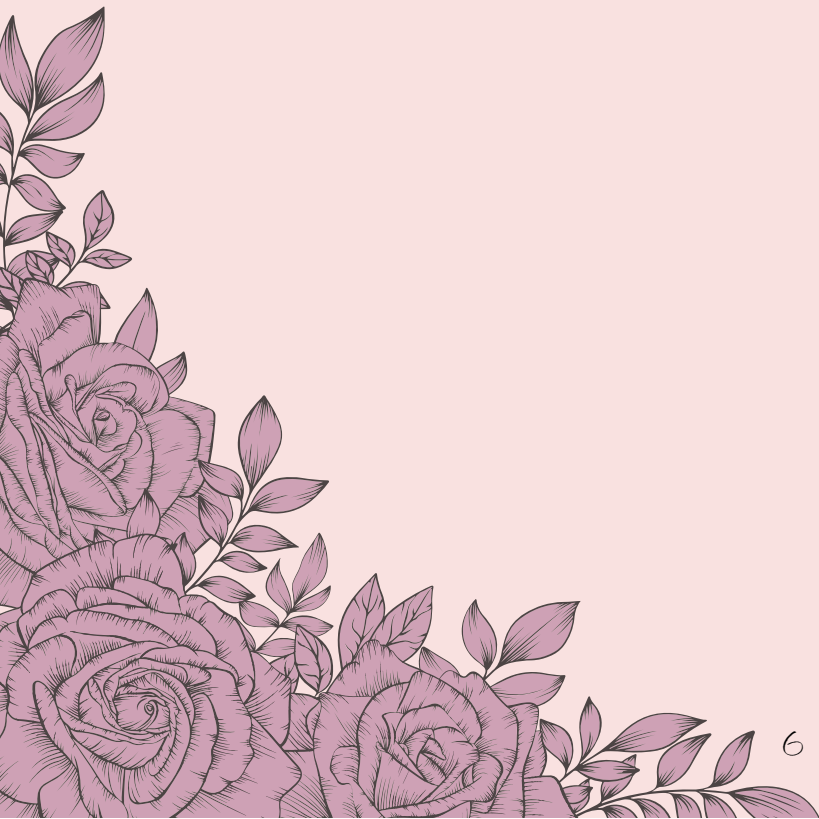
We want to be the well-known and best in our industry. To be on recommendation for many couples and soon-to-be married.

Introduction

The business plan is to direct the business not in just in general sense but also in very specific direction. Business plan acts as the foundation to the business. It contains the main activities, extraneous yet important activities, and business conduct. It is also to make physical a plan that can be served to convinced the future stakeholders on our capability to conduct a business.

Our company is named Indah Wedding. Indah can be translated to beautiful, pleasant, and delightful. For that is integral to our endeavour. We are not here just for the profit, we are here to create weddings that is 'indah' for our customers. A wedding that is in itself deserved to be deemed as 'indah' and memorable. Like beauty, 'indah' is bound to be subjective to each customers' taste.

This business as wedding planner was chosen as we concluded that it can be a profitable business as the current population grows and certainly needed an expertise in managing large event especially a wedding. Large event such as wedding can impose a huge stress on the families, bride, and the groom. We offer our professional expertise to manager the event from the front to the back and from the start to the end. This steady rise of population in Seremban shows to us that we should start early and dominate the market.



Our Business

We are offering professional expertise to manage weddings smoothly within the requirements of our customers. We will manage the venue, venue decorations, sound systems, freelancers, tailoring, catering, and every services needed for a wedding. We will bargain for a quote between us and our clients for an appropriate price; whether it will be a modest, rustic, personal, tiny weddings, or luxurious, grand wedding. We also packaged our services with various price point for the customers that finds it easier to just choose and work from there.

Our future

We set our future upon where we become “The Wedding Planner” of Seremban. We will have recurrent customers as we become the most trusted wedding planner. We will make most of our income through referrals as the next-older-generations has become our customers. We also set our sights upon spreading our business outside Seremban, and thrive with our established name.

