



اُنْدُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)

“BRIDAL PALACE”

BUSINESS PROPOSAL

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DATE OF SUBMISSION:

7 APRIL 2009

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BRIDAL PALACE

EXECUTIVE SUMMARY

Our company is known as ***Bridal Palace***. The business has been decided on the form of partnership, which consists of six members. Each of the partner decided to contribute certain amount of capital as agreed in our agreement. Our main business activity is providing services as well as consults couples who want to plan for their big day. Our business premise is operating at Lot 188, 1st Floor, Desa Ilmu Fasa 1, Jalan Mohd Musa, 94300 Kota Samarahan, Sarawak. This will fully operate on

All of our partners, which consists of six members are encourage and entitled to participate in all the business management. We also had agreed that *Syarifah Khairunnisa Firdausyiah Bt Syed Yusuf* is taking the position of **General Manager**, while *Shahardin B. Salleh* is her **deputy General Manager**. *Mohd Zulfadhli B. Wahap* is chosen as the **Administration Manager**, while *Nik Zirhazaima Bt. Uzir @ Nik Kamaruddin* is our **Operational Manager**. *Shahniza Bt. Ismail* was appointed to be the **Marketing Manager** and finally *Mohd Amiey Zulaieka B. Mohd Taip* will hold the post of **Financial Manager**.

The management team will be lead by the **General Manager** and the other managers will assist her in order to make sure that the business will run smoothly. The General Manager is responsible in controlling, leading, organizing and as well as plan the entire business. **Deputy of General Manager** is responsible to assist the General Manager in planning the business and assist her in other related tasks. The **Administration Manager** is responsible to all of the jobs that relating to the office administration. While the **Marketing Manager** is responsible in preparing marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and develop marketing strategies. The operation of our business is currently controlled by our **Operational Manager**. This is where the quality control and productivity will take place in order to improve the efficiency of the workers. And finally, the **Financial Manager** will handle all of the financial matters such as preparing budgets and financial statement for the expenses of

BRIDAL PALACE

INTRODUCTION

We believe that weddings are special. Wedding is known as the celebrations of life and love. We, at BRIDAL PALACE would like to assist you to make these special moments become beautiful memories that will last forever. We will provide you extraordinary "Magic touch for your wedding" and make your dream wedding come true with professionals at BRIDAL PALACE. We are ready to assist couples with an impressive range of bridal services, accompany with skillful staff and dedicated designers, beauticians, and wedding consultants that are ready to help you and your partner to prepare for the big day.

A warm welcome awaits everyone who is planning for their big day. First and foremost are our standard of quality and our high level of services that you will find hard to beat. A "unique" is the warm and unpressured welcome you will receive as you enter BRIDAL PALACE. Each of our clients needs will be discovered during consultations coordinated and attended by our pleasant consultants. Experienced the personal care given to provide beautiful, customized wedding portraiture and photography, wide range of wedding packages that will certainly completes your event. Following the deliveries of your previews, you will again have the opportunity to discuss your wedding themes, photography session, and also your dream events according to your requirements.

Here at BRIDAL PALACE, we offers a range of designer's bridal wear, dais and other decorations that you might need to make your wedding day as perfect as possible. Besides that, we also specialize in design of bridal gowns and other bridal wears. The Bridal wears range includes the latest in fashion and is made by quality materials. Full bridal hires and services are catered for including bridal car deco, dais decorations, bridal treatment care and lots more.

You can assure of total support in your wedding preparations when you get assisted by us at BRIDAL PALACE. To learn more about our services, please do not hesitate to call or meet us to plan for your wedding day. A great wedding event starts from us, here at BRIDAL PALACE.

INTRODUCTION

Administration can be considered as one of the essential department in order to have an efficient and complete method of management. In any organization or business, administration played an important role to set up the business. A good management must ensure that all the partners or workers are able to work and cooperate with each other.

The effectiveness of the management are the important aspect that we need to be taken care of and we are also trying our best in preparing this business proposal and hope to fulfil our mission and vision.

We are not only focusing at the administration, but business must also be tough in the marketing, operation and its financial aspect. So that the business will be easy to organize and to make sure that the organization goal can be achieved.

Administration plays an important role in setting up a business. It acts as an administrator, where it concern on the resources matter and determined the process in achieving our goals. Therefore, administration helps up the organization to assist the management of the organization to ensure the management works efficiently.

Administration also has a legal duty to control as well as plan the business management. It also must be able to interact or communicate as well as cooperate with each other either in the organization or vice versa.

Overall we can assume that the effectiveness and the efficiency of the organization will depend on how the administration delivered their task or in other words, the administration department can be considered as the resource of the organization.