

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

TITLE:

BUSINESS PLAN: PRODUCTION HOUSE (VIDEO CLIP AND ANIMATION)

THORN PRODUCTION

Suite B9 – 12, Block 9, level 9,
Plaza Mont Kiara,
No 2 Jalan 1/70c, 50480 Kuala Lumpur.

PREPARED BY:

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CLASS:
5B

PREPARED FOR:

FILM
(FIL)

DIPLOMA IN MASS COMMUNICATION AND MEDIA
FACULTY OF COMMUNICATION AND MEDIA STUDIES
MARA UNIVERSITY OF TECHNOLOGY

EXECUTIVE SUMMARY

Thorn Production Sdn. Bhd. is a production house which involved in production phases and gives services to clients. The objective is to make the entertainment industry in Malaysia rise and been recognized by the internationals.

The factors that influence Thorn Production Sdn. Bhd. to be established is because of the slow development in entertainment industry in Malaysia. The viewer had seen the same content been repeat which show no improvement in the production content. That is why most viewers switched channels to view or listen to international syndicated entertainment.

Thorn Production Sdn. Bhd. is located at :

Plaza Mont Kiara,
Suite B9-12, Level 9,
NO.2, Jalan 1170C, Mont Kiara,
50480 Kuala Lumpur.

Thorn Production Sdn. Bhd. will be commence its business in January 2004 as for the business potential gives a very good perspective in entertainment industry because the locals support the industry along with the new born of new artist.

Suite B9-12, Block B,
Level 9, Plaza Mont. Kiara,
No 2, Jln. 1170C, Mont. Kiara,
50480 Kuala Lumpur.

En. Azizan Abdullah
Lecturer of Fundamentals Of Entrepreneurship (ETR 300),
Mara University of Technology (UiTM),
40150, Shah Alam,
Selangor Darul Ehsan.

SUBMISSION OF BUSINESS PROPOSAL

We are presently holding a partnership in Plaza Mont Kiara, Hartamas. The business involves in producing video clip and animation. Besides that we also provide services like equipment renting and editing for our clients.

- 2) The main purpose of this business is to ensure that all of the product that been produce will capture and entertain the audiences and the clients. The company promise to leave an impression mark to the clients. The purpose of this business is also to produce a material or products to improve the entertainment industry in Malaysia.

3) Enclosed to this letter is our business proposal for your references. We hope that you will consider our application. We really appreciate for your support and co-operation. Thank you.

Your sincerely,



Shahida Azad Binti Jamaludin

General Manager

Thorn Production Sdn Bhd

AGREEMENT LATTER

This agreement latter is made by the five partners of Thorn Production Sdn Bhd. This business will be fully operated on the January 2004. Below are the terms and conditions agreed by the partners: -

a) The stating capital for the business is RM200, 000.00 in total. Each partner contributes RM54 700 as agreed:

Shahida Azad Binti Jamaludin	28%	RM15 316.00
Shareenee Binti Ahmed	18%	RM9 846.00
Noraishah Binti Mohammad Shamsudin	18%	RM9 846.00
Irna Marhaine Binti Ghazali	18%	RM9 846.00
Salihin Bin Marlizan	18%	RM9 846.00

b) Profit of the business will be divided according to the capital contribution of each partner.

c) Notice of resignation must be submitted in 30 days before resigning.

d) Upon the registration, partners who resign can claim the capital that has been contribute but not the profit after the date of resignation.