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ENTREPRENEURSHIP
MGT300

DE' MOMENT ARTS PHOTOGRAPHY

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EXECUTIVE SUMMARY

De'Moment Arts Photography is a business of photography and the business will start on the end of 2014 . Services that will be provided are Studio Portraiture , Outside the studio Portraiture , Wedding , Non – Commercial Event , Commercial Event , Protocol Event , and more else that are related to this service. This business location is located at Bazaar Al Mubarak Masjid Bandaraya Likas . This location is situated in the mosque of Kota Kinabalu . Therefore , it will have a great potential market for this business .

This year economic situation is stable, therefore we expect that in 2020 , Malaysia economic will continue and achieve their growth target . As the country prosper , more people are employed , making standard living of people in Malaysia and getting better each year . Furthermore , our ways of thinking has changed people mind that , every time we need to capture a photograph for a memory as our age is growing older .

We believe that our business have potential in this millennium especially in urban area because people are always looking for a better service at this area . Moreover , the popution and growth of people are getting higher and for sure they will plan for a marriage and any event.

Another factors that influencing us to choose this photography service is because in Kota Kinabalu , every weeks there are many event and marriage happen and it make it easier for us as a new entrepreneur to engage in the business .

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