



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

PEARL OF BORNEO

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PREFACE

First of all, we are thankful to Allah, the most sympathetic and Most Merciful as with his we are able to produce this business plan. We had encountered various problems and difficulties in preparing this proposal. Without the cooperation among members, we will never manage to finish this proposal on time. We as partners in this company Pearl of Borneo, has sacrificed our time, our energy, our money and our effort to make our business plan work and thus, a good business plan. Our special thanks to our families and friends that gave us support for every single minute no matter in terms of emotional support, asset and financial support.

We also would like to express our thanks to our lecturer of ENT300, Madam Sharifah Nurafizah for her help and guidance in completed our business plan. Her help and support given to us had given us the courage and strength along the way in process making this business report proposal into reality.

We believe that this business can go further in the future with the help of many people. By implementing as an entrepreneur mind, we can see the opportunity in this business. With the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we able to understand how do business work and we looking forward to make this business become reality.

1.1 EXECUTIVE SUMMARY

Our company Pearl of Borneo is a business that deals in handmade based on pearl which concerned on the art of handmade crafts. It comes as a growth of demand by the increasing in art and handmade crafts. Even though the market of this product has already existed, but it still promises a better opportunity for us to invest because our product is different and modified to fulfill the satisfaction of our future customer.

The name of our company that we choose, which is Pearl of Borneo is simple name. Not only that, it show our state of Sabah which also known as Borneo. It is easy to understand and remembered because the term that we use to define our shop is common and will not cause confusion for the people when they interpret it.

We can simply said that our product is different from other similar kind of business, because we have our own creative product for immediate bracelet which is mostly based on pearls which comes in salt water pearls and fresh water pearls. We also decided to add some ready mate crafts, which gives various choices for the customer to choose.

We believe that every opportunity lies in what we cannot see at present, but can be predicted well in the future. One of the most important aspects that drive us to select this kind of business is because we realize the demand to live a healthy life with high living standard in this modern day, is more vital to everyone. When the demand increased, people will search for good foods as well as adorable.

Other than that, our company is located at **Lot 10, 10th Floor, KK Plaza, 88000 Kota Kinabalu Sabah** due to the development of economics in that particular area. Of course if we are serious to be involved in any business fields, we will find the best and profitable area to set our business. We also believe that through the efforts that are contributed by every partner in this business, we will achieve our stated objective, mission and vision.

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