



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

MANIQ ART. SABAH

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EXECUTIVE SUMARRY

MANIQ A®T SABAH is a handicraft business that will be started on 1 January 2018. This business is owned and operated by Ave Anne, Joyner, Allicesia and Mohd. Zulhardizam as are business partner. This form of business is partnership business. The main product of our business is to promote local product internationally.

The business is situated at Suria Sabah Shopping Mall, Kota Kinabalu, Sabah. We choose this location because it is great potential market for this business as it is situated near with some of the university, residential, centre of working area and community even though there is a bit competitor in this area. . But in forming this business we already prepare physical, mental and emotion to face any risks that will come in the future.



1.0 INTRODUCTION OF BUSINESS

NAME OF THE COMPANY

❖ MANIQ ART. SABAH

NATURE OF BUSINESS

1. PRODUCT

Selling jewelry that based on the culture in Sabah, self-design and modern design

2. BUSINESS ADDRESS: KOTA KINABALU SABAH

3. DATE OF BUSINESS COMMENCEMENT: 1 January 2018

4. FACTORS IN SELECTING THE PROPOSED BUSINESS

- ❖ Request from customers
- ❖ Easily to developed
- ❖ Having talent about the product

3. FUTURE PROSPECTS OF THE BUSINESS

- ❖ To open new branches
- ❖ Increasing salaries and job satisfaction
- ❖ To develop our idea and share with customers
- ❖ To increase current modernization