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DECO LIGHT EMPIRE

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Shariffah Nurashikin Habib Yussoff
General Manager

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1.0 INTRODUCTION

For introduction we would like to state that our business is a partnership taking selling lamp as major business. Based on our business name 'DECO LIGHT EMPIRE', each of the words has their own means. "Deco" stand for decoration of lamp," light" refer to business product and empire shows our business selling various decoration light as well as lighting installation and delivering services. Our business sell the product of lighting which is decorated in various shapes, size, and each of them has its own special design.

We choose this business because we see that selling lamp is giving opportunity to us in gaining profit. It is proved by realizing the existence of lamp shops in Kota Kinabalu city where each of the shop gains satisfied profit. This gives a hint that we should take a chance to be involved as well as the others. Besides gaining good profit, we also want to introduce a good service in terms of attracting consumers. Consequently, the high competition might rise between all lamp shops and we are the one of them.

Our business location posited at Tanjung Aru Plaza. It is strategic and suitable for business implementation because it's located near to the Kota Kinabalu city and surrounded with many residential houses, valley, and hotel and close to KASTAM DIRAJA MALAYSIA and where it will ease the product transportation and giving chances to promote our product. This area also near Air Asia Airlines and Malaysia Airlines. Besides that, our business location categorized as one of area that has a high population and on the way to be developed.