



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْكِ مِيْمَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP

Project Paper for MGT300

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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TABLES OF CONTENTS

TABLE OF CONTENTS	PAGES
ACKNOWLEDGEMENTS	-
EXECUTIVE SUMMARY	-
INTRODUCTION	1-16
MARKETING PLAN	17-36
ADMINISTRATIVE PLAN	37-60
OPERATION PLAN	61-75
FINANCIAL PLAN	76-89
REFERENCES	90
APPENDICES 1	91-92
APPENDICES 2	93
ATTACHMENTS	94 & Above

Executive Summary

- ❑ Our company's name is RED Touch Bridal Studio. The nature of the business is providing products and services for bridal. Our business is an enterprise and it consists of three members. We all agreed to become a partner in this business and contribute a certain amount of capital for the business as stated in the agreement.
- ❑ The main business activity is to provide whether products or services such as wedding gown.
- ❑ We understand that, as a bride who is getting married, they want their wedding to be an event where it can be remembered for their entire life.
- ❑ We are not just giving them to feel the wedding is just an event but to give new dimension of wedding to them

While giving our services to them, we also want to become as a part of their family in preparing their wedding day. This is because; we highlighted the sense of belongingness in preparing the customer's wedding where it meets our concept which is accurate.

Next thing is, R.E.D Touch Bridal Studio is operating from 10 a.m-9 p.m on weekdays and on weekend and holidays it operates from 10 a.m-5p.m

Introduction of Business Plan

The company is named *R.E.D Touch Bridal Studio* is a partnership business in which we specialized in providing bridal services. Our bridal studio is unique because we provide traditional and modern bridal services to satisfy the customer's needs. The services offered in our studio are different because we emphasize the concept of family-oriented in which, we want the bride and the groom to consider us as part of their family in organizing their wedding ceremony. We offer more services to our customer in order to fulfill their needs and expectation for a grand wedding on their special day.

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General cum Marketing Manager

R.E.D. Touch Bridal Studio

Factors in selecting the proposed business

We come out with an idea to establish a bridal studio because of certain factors. Before we decided, we also taking others factor into consideration in order to choose an appropriate business. In order to run up a business, it takes more than just money, it also need commitment and full dedication from the entire partner

A. This kind of business have a commercial value

- We can see that this kind of business have a bright future. In term of commercial value, it is among the business that can sell products and services because people will always demanded for the services. Our aim is to fulfill a higher demand for bridal services because we can see that the demand for bridal services is high especially during the festive seasons or end of the year. We know that, during this kind of seasons, there are many of them getting married and trying to find a good bridal which can fulfill their demand. When there is too much demand and less of service provider, shortage occurs. Therefore, we want to grab this chance to establish our business in order to fulfill the demand of the customer at a less competition place.

B. This kind of business is stable

- This business can be considered as a stable business because marriage is a non-stop event or activity. Couples who are getting married are always looking forward to find a bridal which can fulfill their demand and dreams.
- The bridal services are a form of business in which the nature of the business is stable. It means that even if the economics of the world changed, it does not affect this industry much. People will keep on demanding for the bridal service because getting married is something that considered as necessities.