



## D'ACE JEWELLERY

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Lot 37, Bangunan Tabung Haji, Jln Tanjung, 18500 Machang, Kelantan.

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### **Submission business plan to Etr lecturer**

D'Ace Jewellery Sdn. Bhd  
Faculty of Art And Design,  
Universiti Teknologi MARA Kelantan,  
18500 Machang,  
Kelantan Darul Naim.

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Mdm. Nik Nor Hasimah Bt. Nik Ismail  
Lecturer of Entrepreneurs Course (ETR 300)  
Universiti Teknologi MARA Kelantan,  
18500 Machang,  
Kelantan Darul Naim.

Madam,

### **SUBMISSION OF BUSINESS PLAN**

Referring to the above, we, the final year student of Diploma in Fine Metal Design, are glad to inform to you that we have successfully completing our business plan in the time given.

2. According to the business plan, we have agreed to open a business named of D'Ace Jewellery Sdn Bhd. As a student of Fine Metals, we believe it would give us more challenges in completing this project. Our target is to fulfill the highest demand, needs and expectations from the service that will be provided to our customers.
3. Furthermore, we have stated the location of our business which are located at the Machang for operation and business location. Plus, we have detailed all our plans in setting up this business in 3 ways which are administration, marketing and financial.
4. There is 5 share holders in the company. They are directly involved and had signed the partnership agreement. They are:



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1. AHMAD ARIF BIN AZIZAN	2006498370
2. BADRUL AMIN BIN BAKARUDIN	2006498132
3. MUHAMMAD IKRAM BIN ABDUL KARIM	2006498212
4. MOHD FAIZ BIN JALALUDIN	2006498269
5. NUR SURAYA BINTI MOHAMED	2006499313

5. Here by, we are pleased to hand over this business plan to your respectful party, Madam. We really appreciate that it abides by the term that had been given to us. Lastly, we sincere thank to you for the cooperation from your side. Thank you.

Your Sincerely,

.....  
**AHMAD ARIF BIN AZIZAN**  
GENERAL MANAGER,  
D'ACE JEWELLERY SDN BHD.



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## **EXECUTIVE SUMMARY**

This company has been established on 1 January 2009 by 5 owners that are committed and determined in involving themselves in business. We decided to establish and register this company as a Shareholders company because the condition and requirement are suitable with our need and desires. We also believe that Shareholders have many advantages compared to other type of business. Jewel is a business which provides services in terms of design and product.

D'Ace Jewellery Sdn Bhd is being organized as a design and making jewel product that provides a high quality performance of services. Our main of the business is to give services with lesser price with best quality to costumer. Besides that, we do provide the highest level of services which we believe would attract more costumers once they have gone through the quality products.

The location of our business is at the Machang for operation. At this location, we have competitor which gives the same services. However, we believe even there were competitors, nothing would scare us because of our advantages which are high quality and optimum costumers delight. As we know, most customers are interested to quality and our business can fulfill the customer's need. We believe by being located near IPT and other, we would gain regular customers and maintain the growth of the business profit.

This company will be lead by Mr. Ahmad Arif Bin Azizan. Our business has a very strong and skillful management with high background skill, knowledge and experience which related with the business.



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The company intends to start-up the business on December 2008 with complete preparation to establish the business.

The Jewellery industry has a great future prospect as it is a necessity for customers. Nowadays , people are fully considered about their style and art. Therefore we have established this company in other to fulfill they needs and help them to create their style. According to industry sources, approximately 75-80 percent or 48-52 tonnes of the gold and jewellery in Malaysia are manufactured and fabricated. For Malaysia as a nation, the major exports marker are the Middle East at almost 90 percent, North and South America at 6 percent and European countries at 4 percent.

The business's main strength is the labors with skills in making jewelry product. So, as our business grow in the future, more workers will be taken in as they are our main assets.



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## INTRODUCTION OVERVIEW

Nowadays, there are many people that are involved in business. The majority businessmen in this country are Chinese peoples. So we want to show that Malay people can also successful businessman. After making a lot of research in this area we all had agreed to establish D'Ace Jewellery Sdn. Bhd. The nature of the business is a partnership company.

D'Ace Jewellery Sdn. Bhd is a company that provides services to customers about a design and making jewelry product. Today, the request on jewelry product by metal or the other metarials are having good responses in market. This is one of the reasons why we ventured into this sector. The target areas are city center area, where there are a lot of school, college and residents

The location of our business is in Bandar Machang, Kelantan. The commencement date of our business will be on the 1 of January 2009.

The factors for us in selecting this business is the fact there is this kind of business are highly market nowadays in this area, the target market in this business is teenager, local citizen, vip and young adults who is the majority citizen in the area. Our main objective is to provide jewelry product according to customer need in designing their own jewelry design, so we build up this type of company to serving them. This business are attracting people with our specialty and exclusive in design in jewelry, by the way type of our services are different rather other business in this location.