



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**DIPLOMA OF INFORMATION MANAGEMENT
&
DIPLOMA IN FINE METAL**

ETR 300: FUNDAMENTAL OF ENTREPRENEURSHIP



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Madam Nik Hasimah,
Lecturer of ETR 300,
Universiti Teknologi MARA,
Machang Campus,
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Kelantan Darul Naim.

Madam,

REF: Submission of Business Plan

With reference to the above, we have done the modest research and we would like to submit it to you as a part of the fulfillment of the requirement for the ETR 300 course.

2. After having the discussion among our group member, we agreed and decided to open the music shop, named MINOR RED CHORD.
3. We here need of your approval on our submission of Business Plan. Hopefully you shall satisfy with our propose Business Plan.

Thank you.

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Group representative



Unit 102 & 103, Uptown 2,
2, Jalan SS21/37
Damansara Uptown
47400 Petaling Jaya,
Selangor Darul Ehsan.

1.0 EXECUTIVE SUMMARY

Name of our company is MINOR RED CHORD. Our company provide the music instruments such as guitar, bass, drum, keyboard, their spare part and provide studio for recording, jamming and music classes.

As we know, there are a lot of industries in our country such as entertainment, economy, and agriculture and so on. Music industry is the most popular among the citizens in Malaysia, also across the world. Music industry also has its own benefit for the people where it can give people the music skills, knowledge, and attract them to involve in the music field.

This company can bring benefits in upgrading music industry in our country and also bonuses for those who want to advances their music field especially. Our jobs are to make sure our customers satisfied with our selling and services. We allowed customers who are interested in making their own album and sing the song that they like.

1.1 Date of commencement of business:

This company will operate on the 10th October 2010. This date is selected because it was a good date to open for public to memorize and remember this company's name. Therefore, it will be count as opening date for this company and remember year by year. On this opening date, we will make a big promotion and special package for our earliest customers.



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2.0 PURPOSE OF BUSINESS

1. To pass the ETR 300 subject.
2. Guarantee brings big benefits to nation electronically development.
3. To allocate business resources effectively and efficiently.
4. To fulfill the customer needs for music field in this country.
5. Provide the most specific supply following our customer's needs for their music instrument.
6. To get the loan from Maybank for RM 223,073



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3.0 COMPANY BACKGROUND

MINOR RED CHORD is the name of this company. It is easy for customers to remember and refer our companies name and for services. This name is important to us because it will show how determine of us in making this business to be fully operational.

This company provides various types of services. The services are selling and buying music instruments, jamming, recording and provide music classes. This company was established as an answer to the powerful needs for the services. Therefore, our company is gladly open to fulfill customer's needs.

This company is located in Damansara Uptown. The shop will be fully open on 10th October 2010. This date of opening are selected on the following day without clash with any of important day such as holiday, festival or other important date that suitable for this company. Music instruments had become our prospect because it was a good business regarding to the potential to give a well feedback for the business. It is because the growing of our music industries. Hopefully this business may bring some contribution in Malaysia's music industry.