



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ART & DESIGN**

**DIPLOMA IN GRAPHIC DESIGN & DIGITAL MEDIA (AD111)**

**AD1114A**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**DELIART SDN BHD**

**DELIART (DELIVERY SERVICE)**

**PREPARED FOR:**

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**PREPARED BY:**

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## **EXECUTIVE SUMMARY**

DELI-ART SDN BHD a business that took delivery concept and apply them to stationery business for convenient of people. The business also provides a delivery service of many kind of stationery items alike and sold around for customer like student and working people nearby Seri Iskandar area.

The market are quite explorable. This are based from most of the students nearby having a hard time purchasing their stationery needs because of the strict curfew and no access to vehicle. The target market are quite a lot but only when academic session started. Then will decline when semester break started.

On the competitive side, there is not really any similar like business to compare. But since it's the first of it kind many people would not know about it.

The profit of this business are coming from delivery charge of 10% from one purchased transaction. The profit estimated are high from October to January because of the academic session and estimated low between August – September and February – March because of semester break.

## **1.0 BUSINESS DESCRIPTION**

- a) Name of the company : DELI-ART SDN BHD
- b) Factors in selecting the proposed business
  - Demand from nearby university students
  - Suitable with the location
  - More efficient and convenient

### **1.1 Company Background**

- a) Name of the Organization: Deli-Art Sdn Bhd
- b) Business Address: 46, Susur Bandar U1, Bandar Universiti, Seri Iskandar, 31750, Ternoh, Perak, Malaysia
- c) Website/e-mail address: deliart@gmail.com
- d) Telephone Number: +60-165-5569
- e) Form of Business: Private Limited Business
- f) Main Activities: Delivering stationery and arts tools using apps and website.
- g) Date of Commencement: 21 October 2020
- h) Date of Registration: 21 September 2020
- i) Name of Bank: CIMB Bank
- j) Bank Account Number: 758624558

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner</b>	Muhammad Adib bin Sahabudin
<b>Identity Card Number</b>	981222-07-5675
<b>Permanent Address</b>	No 18, Laluan Klebang Jaya 15, Taman Klebang Jaya, Chemor, 31200, Perak
<b>Correspondence Address</b>	No 18, Laluan Klebang Jaya 15, Taman Klebang Jaya, Chemor, 31200, Perak
<b>E-mail</b>	adibsahabudin@gmail.com
<b>Telephone Number/Fax Number</b>	0193631327
<b>Date on Birth</b>	22/12/1998
<b>Marital Status</b>	Single
<b>Academic Qualification</b>	Diploma
<b>Course Attended</b>	Coding Courses
<b>Skills</b>	Java, c#, c++
<b>Experiences</b>	Delivery-boy
<b>Present Occupation</b>	n/a
<b>Previous Business Experience</b>	n/a