



UNIVERSITI TEKNOLOGI MARA
KAMPUS SAMARAHAN

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

DIPLOMA IN COMPUTER SCIENCE

GIFTAHOLICS

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ACKNOWLEDGEMENT

In order to complete Giftaholics business plan, there are few parties that makes this become a reality.

First of all, we are very grateful to Allah the Almighty. If not because of Him, we will not be able to complete this business plan of our company, GIFTAHOLICS.

Besides, we also would like to give our gratitude to Apple Gift House, Shuang Hiang Hamper Houses, Strawberries Toys Gift's Shop, B's Cupcake, and Online Chocolate Shack for giving us the information's and cooperation while we are completing our business plan. Without their help, we will not be able to gain knowledge, information and details on how to operate a gift shop business.

In addition, we would like to thank our beloved Lecturer, Miss Nurashikin Binti Nazer Mohd for all the knowledge that she had taught us. Without her mercy, we will never be able to accomplish our business plan.

Last but not least, to all our course mates, classmates and other people that helped us, realized or unrealized, we are very grateful for the kindness in sharing some tips and techniques. Not to forget, our parents that support us physically, mentally and financially.

Thank you.



LETTER OF TRANSMITTAL

Miss Nurashikin Binti Nazer Mohd,
Lecturer of ENT300,
Universiti Teknologi Mara,
Kampus Samarahan, Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

23 SEPTEMBER 2012

Miss,

Submission of Business Plan

We hereby present our business plan of Giftaholics for evaluation and renting.

2. Fundamental of Entrepreneurship have given us a clear guide to start up our own business, Giftaholics and business procedure along the way. The members have cooperated well towards each other by contributing and developing ideas which is beneficial to start up Giftaholics business.

3. We would like to appoint our gratitude, appreciation and thankfulness for your continuous attention, direction and guidance towards us until our business plan succeeded. We would also like to thank you for all the knowledge's that you have given to us and not forget to mention your ceaseless, unremitting and never-ending effort in assisting us in completing this business plan.

Thank you.

Yours Sincerely,

(Nurul Farhana Binti Suria)
General Manager

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EXECUTIVE SUMMARY

There are few types of business entities. Gitaholics is a partnership business consists of four members. In this form of business, a person forms a partnership with one or more persons to carry out a business with a view to make profits. Our company's serves both products and services to our customer. Giftaholics is a business that provides their customer with ready-made door gifts and goodie bags.

Our company's specialty is that we provide few selections in packages that is entirely different from others. For instance, in our Winter package, we provide Cotton Candy Bar as a bonus for our customer and in our Summer package, we provide Castle Tube House. Besides, in our Spring and Autumn package, we provide Cupcake Mini Station and Chocolate Fountain Delight for our customer respectively. This is our specialty compare to others where we prepare a special activity with every package that we have.

Giftaholics ensure that the product used in our door gifts and goodie bags are halal and eco-friendly. Moreover, we only used fresh products in the process of packaging our products. Giftaholics does not produce our own products. Due to this matter, we will always ensure that the products we retain from our supplier are set to a certain standard.

Our company's target markets are students, parents and brides and grooms who would buy and use our product and services for certain events such as teacher's day, birthday parties and wedding ceremony. Students are mostly from the IPTA and IPTS in Kuching area such as Swinburne, Segi College and iCats while parents are mostly from the population of parents in Kuching area.

We ensure that our business will last long since there will be no shortage for the needs of door gifts and goodie bags as it is human nature whom like to held a celebration.