



اُنيُوٓرْسِيٓتِيٓ تِيكْنُوْلُوْجِيٓ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

AM110

FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI

LECTURER: GLORIA PANIT

ENT300

GROUP MEMBERS: DYGKU NUR SYAHIERAH BT AWG DZULKARNAIN

NUR AINNI BT NIZAM

BRENDA AK GORNSSEN

KHAIRUL ANWAR BIN HARIS

NURUL FAZIRA BT SHUKOR

**Miss Gloria Ak Panit**

ETR 300 Lecturer

Universiti Teknologi MARA (UiTM)

Samarahan Campus II

Jalan Meranek

94300 Kota Samarahan

SARAWAK.

17th January 2014

Dear Miss,

**RE: SUBMISSION OF BUSINESS PLAN**

As a representative of our company, Rainbow Muslim's Collection, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that had been given by you in order to accomplish this business plan and at the same time help us to achieve the goals and objective of this business plan until we finally complete them according to time given respectively.

Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business. This experience may be a help for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

Due to the completion of this project, the team had come out many ideas and I personally felt that, this project can be achieved in the future. To be an entrepreneur in the future, it can't be much easier if there are no team spirit among all the members and the basic knowledge that we gained from this project. Meaning to say, it may become difficult and hard to be realized if the existence of the negative elements such as laziness, selfish, impatience and not highly motivated appear. Apart from that, the other element that can be considered also important is daring to take the risk and always prepare when problem occurs.

Your highly attention, guidance and cooperation had given us the motivation until this business plan is successfully accomplished. It is insufficient to express our grateful

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## 1.0 EXECUTIVE SUMMARY

The name of the company is Rainbow Muslim's Collection. The location of this business is Level 2, Kompleks Islam Sarawak, Jalan P Ramlee 93050 Kuching, Malaysia. We choose this location because it is a shopping mall that situated in the centre area of people passage from every place in Kuching. Besides, most of people that come to this shopping mall are muslim. The business is in the form of partnerships, which consists of five members. Each partner contributes certain amounts of cash as agreed in the partnership agreement. According to our planned, we will start our business on 1<sup>st</sup> January 2015. This business provides colourful shawls with various styles, jubbah and telekung that we ensure will meet the customer's satisfaction. Besides to gain maximum profit, the aim of this business is to provide the silk, comfortable, and stylish shawl, jubah and telekung for the customers to fulfil customer satisfaction, requirement and needed. The customers also may choose and pick any colour of our products that they want since this business producing various colours of shawl, jubah and telekung that will meet their satisfaction.

All partners are entitled to participate in the business management. We have agreed that **Dygku Nur Syahierah bt Awg Dzulkarnain** as the **General Manager**, **Brenda Ak Gornsen** as **Administration Manager**, **Khairul Anuar b Haris** as the **Operational Manager**, **Nur Ainni binti Nizam** as the **Marketing Manager** and **Nurul Fazira bt Shukor** as the **Financial Manager**. The General Manager is responsible in planning , organizing, leading and controlling of the entire business. The company is led by Miss Dygku Nur Syahierah. She is the owner and the main head of the company. As the Administration Manager, Miss Brenda is the one who responsible for the entire jobs related to the administration. The third member is the one who control and monitor the operation of our business which is the Operational Manager. As the Operational Manager, Mr.Khairul will manage the services that the company wanted to provide to the customers. Miss Nur Ainni will responsible in preparing marketing plan as she is the Marketing Manager. This is includes identifying the target market share, develop sales forecast and develop market strategies. The last member is Financial Manager, Miss Nurul Fazira who will take responsibility in managing financial of the company. She will monitor and control the expenditure that has been by used the company. Every profit that been gain will be written in the company profit account. The profits and losses will be written in the expenditure account.

We have 7 workers consist of General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager to run this business. Our business will operate from Monday to Thursday from 10.00am until 10.00pm and on Friday to Sunday we will start operate from 10:00am until 11:00pm. We also run e-business to attract more customers that living in another place. We put postages for online buyers and we will deliver our products as soon as possible as the customer requirement. We will ensure that we provide the best services for our customers.

## **2.0 INTRODUCTION TO BUSINESS PLAN**

Business plan is important because it explains about the activities, strategy, financial, operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

→ Name of the company : Rainbow Muslim's Collection

→ Nature of business : Our business is all about provides shawl, jubah and muslimah prayer garment also known as telekung

→ Industry profile : Our business is owned actively by partnership, incorporated as Rainbow Muslim's Collection. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experiences in order for the business to constantly achieve high productivity, there is a quote, "two is better than one". Which mean, the more we do the work, the better outcomes can be achieved. We started our businesses by selling various colour of shawl and jubah and also various comfortable muslimah prayer garment that are also known as telekung that will meet the customers satisfaction and comfortable when wearing our products. We also provide affordable price of our products for our customers.

→ Location of the business : Level 2, Kompleks Islam Sarawak, Jalan P Ramlee 93050 Kuching Sarawak. We choose this location because the shopping mall is placed situated in the centre area of people passage from every place in Kuching. Moreover, most of the people that come here are muslim. It is also near to the other shopping mall such as,