

LETTER OF DECLARATION OF BUSINESS

Diploma in Information Management,
Semester 06,
UiTM Segamat Campus,
85009 Segamat,
Johor Darul Takzim.

En. Yamin Bin Kamis,
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Sir,

DECLARATION OF THE ENTREPRENEUR BUSINESS PLANNING

As the above matter, I as the representative for this group would like to submit this complete business planning for the Entrepreneurship Subject (ETR 300).

2. This business plan included all the important aspects that must have before and after the formation of a certain business particularly the background of the business, the purpose and the objective of the organization, company background, owner's or partner's background, marketing operating, financial operating, administration operating and other relevant information.
3. This report is all about the application of our knowledge. It is mainly for us to practice and apply in the real world parable with the demand of excellent and professional labor for the future.

4. The main reason why we choose this project is because that we believed it has a good potential to develop in the future market. In addition, our group plans is to increase “Bumiputera” participation in stationary and bookstore business, to provide the best services and quality to the customer, to make profit for the company, and contribute to national growth and to participate in the process of achieving vision 2020.
5. The purpose of the business plan is to give an exposure about the business among the students directly and indirectly to join and it can be the first step for them to start a business.
6. Lastly, we would like to give a special thank to everybody for the support, contributions, guidance and comments in completing, this project paper. We hope that this business plan will fulfills the speciation of the ETR 300 subject. Thank you...

Yours sincerely,

(Norzalina Taslim)

General manager.

ACKNOWLEDGEMENT

Alhamdulillah, with His bless and our pray also a bit scarifying in term of time and money, we manage to complete the project paper on time. Even though there are several challenges and problems that we have to go through, but on behalf of the friendship spirit, we have to finish this project paper to fulfill the requirement of ETR 300 Subject.

With this opportunity, we would like to express our gratitude and thankful to God and to everybody with that helps us direct and indirectly to our project paper for all the supports, contributions guidance and comments in order to obtain the best result and performance from us.

These special thanks are expressly given to:

En. Yamin bin Kamis,
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UiTM Segamat Campus,
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Johor.

Tai Kuang Sdn. Bhd,
Jalan Abdullah,
85000 Segamat,
Johor Darul Takzim.

Not forgotten, our beloved lecturers in our faculty for their support, and also to our beloved family especially mom and dad for their moral and financial support. Same goes to all friends that always helping us when we need that from them. All the advices and information that given to us are, we are really appreciated it.

Thank you very much.....

INTRODUCTION.

InteSmart Stationery and Bookstore is a partnership business manager opened by six people who act as a general manager, assistant general manager, marketing executive, operation executive, account clerk and general clerk.

InteSmart Stationery Bookstore is set up to sell the stationery, books, news paper, magazine and novels to the customer. The target markets for our business are students, teachers, and lecturers, working people, parents, teenagers and children.

We are planning to start our business on 5 January 2005. In our business, we also give services in photostatting and binding. It will make the customer feel satisfied when they come to our premise because they got what they want.

Instead of selling book and stationery, we also sell newspaper and magazine. It is to attract people to come to our shop.

InteSmart Stationery and Bookstore will always try to give the best to the customer by giving them a friendly service. That is why we arrange the book by part. It will make the customers feel easy when they look for any books or other things.

Our operation hours will start at 9 am until 7 pm. We also will be operated from Saturday to Thursday.

We decided to run our business in Segamat because the competition is not too high. Furthermore, after we did our research we found that among all our competitors are Chinese. So, we decided to involve in this kind of business because we are going to be first Malay's entrepreneur in this business field. We hope that we can be as the good competitors to them.

LOCATION OF THE BUSINESS.

Location of the business is situated at no 15A, Jalan Salim, 85000 Segamat, Johor. We choose this location after take into consideration all the factors below:

- Is a strategic location because our shop is near by bank, shopping complex, other premises, fast-food restaurant and hotel.
- Resident population is large.
- The students from school and colleges nearby can come during their leisure time.
- Easy to trace the location.