



Universiti Teknologi Mara Kampus Samarahan

Fundamental of entrepreneurship (ENT 300)

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Art & Design (AD 111)

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Executive Summary

The company starts from a simple idea where art should be done with meaning which is why the name of our company is NOBA or “not only blank art” by the founder and formed by the five shareholders. Our company main activities are selling printed products such as t-shirts, shoes and etc. Besides that, our company also provide an offer for the client to make their desired design through discussion and other processes to get what the client wants.

The shareholders in this company will have the responsibility to make sure the company business run smoothly according to their position such as general manager, administer, marketing manager, operation manager, and financial manager. The shareholders of NOBA are Amirul Hafizin Bin Nazrin as The General Manager and The Administer, Nur Amin Abdul Rahman Bin Azmi as The Marketing Manager, Zulfikri Bin Zulkifly as The Operational Manager, and Ahmad Harith Bin Ibrahim as The Financial Manager.

Thus, we have determined that this idea will be a good business and a great opportunity for the designer to express their creativity and hoping for a new form of art is born. Plus, for the client satisfaction for their request and their appreciation for art.

RE: Submission Letter

Miss Nur Ashiqin

ENT 300 Lecturer,

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2012

8 JANUARY

Miss, Nur Ashiqin

SUBMISSION OF BUSINESS PLAN

On behalf of our shareholders and the representative of our company, NOBA, I would like to submit this project paper to be evaluated and as you references. We will be very grateful for the guidance that you have shown us.

2. We have followed the procedures and steps in order to prepare this business plan through errors and mistakes but we managed to finish it. We hope that in the future, we will be able to perform this business.
3. We have been through so many obstacle and challenges in finishing this business plan. However we made it and gain a lot of experiences and knowledge through this lesson of making a business plan.

Therefore, I would like to take this opportunity, to thank everyone that involved and give support to finish this business plan.

Thank you.

Yours sincerely,

(Amirul Hafizin Bin Nazrin)

General Manager and Administration Manager of NOBA

Introduction to business plan

NOBA is a partnership business which produces contemporary design on any base media according to the customer. This company uses both technology and handmade design but mostly is handmade design to promote certain individuality in each of our product or design. The designer in this company will follow the customer's demand regard to their negotiation. Plus, the designs we made are all different and unique because every customer we will do different design so there will be one of a kind product and no one has it but the customer. We choose this kind of business because we think that having the only design in this world will make you feel unique plus the design we do will reflect the customer's personality or identity.

Name of the company

Our company name NOBA is short for Not Only a Blank Art. We named our company as NOBA because we discover that these days art is a blank art. In other words, people nowadays made art without meaning or purpose. Our company provides design with meaning that reflects something. Like Syed Ahmad Jamal said "Art can be divided into two perspectives which are form and soul". So the name shows that we do art with meaning not only just the beautiful design and we don't do "blank art".

Nature of business

As for our nature of business, we offer all kind of design on shirt, shoes or anything that the customer wants even the personal item of the customer.

Location of the Business

Our Company, "NOBA" is located at One Jaya, Jalan Song, Tabuan Heights, 93350, Kuching, Sarawak. We choose this location because it is in between Universities and The city of Kuching which is balance in distance and population in teenage and young adults.

Date of the business commencement

After a few discussions, we have come to our decision to start our business on 3rd January 2013.