



**UNIVERSITI TEKNOLOGI MARA SARAWAK**  
**FACULTY of ADMINISTRATIVE SCIENCE AND POLICY**  
**STUDIES**

**DIPLOMA in PUBLIC ADMINISTRATION**  
**FUNDAMENTAL OF ENTREPRENEURSHIP**  
**(ETR 300)**

**“SOFY BRIDAL COLLECTION”**  
**BUSINESS PROPOSAL**

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**DATE OF SUBMISSION:**

**14 APRIL 2008**

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**ETR 300 Students,  
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Jalan Meranek  
94300 Kota Samarahan  
Sarawak.**

6 October 2007

Dear Mr.,

**Re: Submission of Business Proposal**

We are hereby present you the report on the project of Basic Entrepreneurships (ETR300) student as authorized by you on 7 April 2008. We have agreed that our business name is **Sofy Bridal Collection**, and we would like to submit our Business Plan for your reviewing.

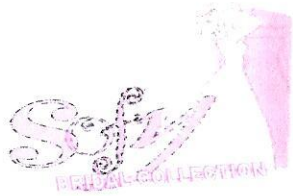
2. It is hoped that the enclosed Business Plan can strengthen the base for our financial backing and support besides presenting our idea in a proper way. Any information related to the business can be found in the Business Plan that we have included along with this letter. We would like also to declare this report is our own investigation expect where otherwise stated. Other sources are acknowledged by references and bibliography.

3. We would be glad if you wish to have us present our Business Plan for better understanding. All your attention and support towards our Business Plan are greatly appreciated.

Thank you.

Yours sincerely,

  
\_\_\_\_\_  
**(DAYANG NURHANISAH BT AWANG KHALID)**  
**General Manager**  
**SOFY BRIDAL COLLECTION**



### INTRODUCTION

In the world of business every entrepreneur must have an efficient and complete method of management. Besides that they must practice 4 basic of management to that is planning, organizing, leading and controlling. All of the 4 basic should have to manage the company whether it is the huge business of small business.

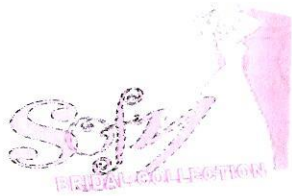
In the organization there should have an important positions who manage the company effectiveness and efficiency. There are five basic positions that should have in ever business that are General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. Both of them manage the company with different function.

The General Manager is the highest position in the company where he or her giving an order to all of workers included Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. Administrative Manager manages the administration of company such as recruitment, employees' welfare and also managing all office matters. Marketing manager analyzes market share result and seeking marketing opportunities .Operational Manager directing and monitoring employees' productivity in order to produces services and product. The last position is Financial Manager who the person to ensure that the organization practice the right financial principal.

Our company who open the business of providing bridal services which situated at Lot 70,Ground Floor,Desa Ilmu Fasa 2,Jalan Datuk Mohd Musa,94300 Kota Samarahan,Sarawak.

Bridal service has been existed since long time ago. It is because people want their wedding to be remembered forever. Every couple of love will want to get married one day. Of course they want their wedding that they have plan are going to be hilarious without any inconvenience. They also want to equal them wedding with their budget. By that they need to choose the best bridal shop with the budget price. In order to fulfill people demand, we provided our main service that is sale and rental bridal dress with a best price to the customer.

Our target markets are people who live at area Matang and also people who use Jalan Matang. We believe that the place that we choices are quite strategies and able to



## BUSINESS PLAN

### EXECUTIVE SUMMARY

Our company name is Sofy Bridal Collection which situated in Kota Samarahan. Our main service is to sales and rent dress of wedding to couple who want to get married and couple who engage. Beside that we also provide any services for wedding such as accessories for wedding such as jewelry, crown, and flowers and also build dais for couple of wedding.

In order to provide dress, sometimes customer rent the dress from our shop and some time they want their own design. By that our company has hired an expert tailor or designer to make the dress for that wonderful ceremony. Beside our company always hold our principle that is "Your Wedding is Our Concern" which means that we will give some consultation to the customer in order to choose or to arrange the ceremony so that the wedding will avoid from any mop. Of course couple wants their ceremony to become the sweeties day ever.

Our design of dress is provided in Malay traditional dress, gowns, other countries cloth such as Sarawak's cloth, jawa's cloth, Japan's cloth also Indian's cloth. Customer also can use their own design especially for gowns. We also open our services to all race and religion. By that Kota Samarahan is the best place for us where there are many types of race such as Melanau ,Bidayuh, Malay, Chinese and also India.

Other than that, our company also gives our service in internet where we publish our design of dress so that easy for customer to choose which dress that they want. Some time we also make an auction which sell dress and also some accessories of wedding such as crown or jewelry in a good price.

So, we hope that our company can develop to highest level and also can brought Sofy Bridal Collection to the world. We also hope that our customer will satisfied with our services.