

BUSINESS LOGO

TRIANGLE BOOKSTORE



CHOOSE THE RIGHT

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11TH APRIL 2007

Sir,

Re: Submission of Business Plan

As stated above, I, Bibi Erwina binti Mohamad Firdaus, as a General Manager of Triangle Bookstore and also as a representative for my group members, would like to submit our business plan for your evaluation and further action.

2. My member and I feel highly motivated to complete this task. It gives us a clear and wide introduction about the fundamental of starting a business. We frankly think that this knowledge and experience will be useful for us when we want to develop our own career in the future.

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 is greatly appreciated.

Thank You.

Yours sincerely,

(BIBI ERWINA BINTI MOHAMAD FIRDAUS)
General Manager of Triangle Bookstore.



2.0 EXECUTIVE SUMMARY

In any business, especially in this kind of business, every shareholder should be responsibility and have the spirit of team work in performing their work activities to make sure everything runs smoothly. It is important because it leads the company in gaining more profit and also to keep the person to be more productive.

After doing extensive research on the business opportunity available in Kota Samarahan, our group decided to specify our business in selling our services. Our group has come up with the business plan of partnership whereby our organization's name will be known as Triangle Bookstore.

Triangle Bookstore is consists of three partners. General Manager who is also Organizational Manager, together with Marketing Manager and Administration Manager handle the financial process. However, every movement related to financial must get approval from General Manager.

Our company will be located at Desa Ilmu Phase 17, a new area near to Family Clinic and J&J Café. We will operate from 10 am to 9 pm on Monday till Thursday. On Saturday and Sunday, we will operate from 9am to 10 pm as well. Our business will close on Friday and other public holiday.

In order to achieve the business to a success, we are using some strategies and also built a good public relation with our clients or customers. It includes press relation, public affairs and investors' relation.

All the members will be considering as a shareholder that contribute a capital to open this bookstore business.



1.0 INTRODUCTION

TRIANGLE BOOKSTORE is the business name which is accompanied together with motto **"CHOOSES THE RIGHT"**. We do choose **TRIANGLE** because it representing **THREE** partners in handling bookstore business. Besides that, **THREE** also refer to **THREE** types of customers that will get the priority of our business, namely Primary, Secondary and University students. We choose above motto because it is refer to our business which is the only bookstore that provides education tools in this area. Besides that, this motto also expresses our hope that our bookstore will be the first choice of our customers.

This business is operating as supplier of books and other education tools such as art tools, reference books, stationeries and so on. Our services are being expected to begin on January 2008.

For an overview of this business, nowadays, the number of student increase from time to time. At the same time, the demand of some books from different level of education also increases. The nearest bookstore is My Book Store which is taking almost 30 minutes to reach there. This situation then was the main factor that influences us to open up this kind of business.

The location for our business is at Sublot 33, Ground Floor, Desa Ilmu Phase 17, 94300 Kota Samarahan, Sarawak. We choose this place because it is located in housing area and majority of the community are students from different schools, universities and college. It is also completed with infrastructures like road, water, electricity and other facilities. This area located far from industrial area which can disturb the study environment like noise pollution, air pollution and so on.