



UNIVERSITI TEKNOLOGI MARA SARAWAK

SAMARAHAN CAMPUS

FACULTY OF ART AND DESIGN

DIPLOMA IN ART AND DESIGN



MASLIZAWATI BINTI MALI

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# TERATAK PENGASIH

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## SUBMISSION LETTER

ETR300 student,Diploma in Art and DesignMara  
Universiti Teknologi MARA sarawak  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

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**MISS SITI FARAH,**

ETR 300'S Lecturer,  
Universiti Teknologi MARA sarawak,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

1 DISEMBER 201

Miss,

Re: SUBMISSION OF BUSINESS PLAN

As a representative of our company. 'ELDERLY HOUSE,TERATAK PENGASIH'. I would like to submit our busniess plan for you evaluation and further action . we are very grate ful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and the goal when preparing and finally completing this busniess plan on time and as scheduled.

2 . For all 4 of us , ETR300 (Introduction of Entrepreneurship) subject has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered



## EXECUTIVE SUMMARY

TERATAK PENGASIH will produce our service in Kuching. The company will focus on our service with the high quality. Our service will be known in the others country. Labor saving devices will allow the proprietor to run the entire operation with the help of two general workers for our female and male residence.

TERATAK PENGASIH is promising that our company will give consumer a big smile after work and the good services with our experience to costumer.

The company consist of four manager that will share expertise and experiences. The reasons why our company name's TERATAK PENGASIH becausewe noticed that the existence number of elderly house is unavailable in Kuching. Other than that we choose that the name's of our company because we fill in love with the elderly and want to make them happy. Opening day is schedule on 1st JANUARY 2013. While TERATAK PENGASIH has the potential for high growth, the first years will be establishing company financial stability and increasing market share



## INTRODUCTION TO BUSINESS

### NAME OF COMPANY

The name of company “TERATAK PANGASIH” is the name of our company and it is being used in the logo. By the looks of their names we should be able to what the function of the company. We also can derived from that names that it is a house or a place that is fill with love. The words of “TERATAK” means a shelter or home that we will build to take care of the elders that are being abandone by their children. Whereas, the words “PENGASIH” present that we care for the elders. Using “TERATAK PENGASIH” for the name of company and logo to present to the community is already describing what our company are majorly involved in.

### NATURE OF BUSINESS

In our business, we had chose partnership as the nature of the business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- Able to less the burden and the risks of building this business.
- The ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution.
- More persons that able to take the responsibility, clearer the objectives and aims can be achieved.

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