



UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

WE GOT MARRIED WEDDING COUTURE

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MAC 2012

LETTER OF TRANSMITTAL

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Mr Jammeson Garry,
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Sir,

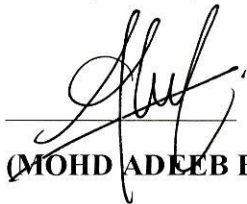
Re : Submission of Our Business Plan

By referring to the above statement, I'm Mohd Adeeb bin Mostapha as the General Manager of We Got Married Wedding Couture representing on behalf of my partners would like to submit our final Business Plan for your further action.

2. We hope that through this Business Plan, we are able to learn new things and improve our skills. We compiled all the information needed in this Business Plan together with this letter of transmittal.

Your time and support are highly appreciated.

Thank you for your attention,



(MOHD ADEEB BIN MOSTAPHA)

General Manager,

We Got Married Wedding Couture

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Executive summary

We Got Married Wedding Couture is a business that provide wedding gowns, suits, designing wedding dress, custom-made shoes, photography and videography. As we can see, we can rarely see any business that offers full services to the to-be-wed couples. Our business competes in the market of offering services in terms of planning marriages. We offer full services to our customers. Plus, we are taking the risk to offer them full satisfaction.

We are aiming to go internationally within 3 years. We aim to appear as offering affordable but fulfilling to all the brides and grooms. As in the charges that we set, it will lies between RM 2399 and more depending on requests. Thus, everyone can afford their dream wedding by now. In a month, we aim to serve at least 15 wedding couples with at least the minimum packages. The brides and grooms, parents and even the relatives and friends come to meet us and we assist them throughout the planning in terms of choosing their outfits, wedding photos and video.

With given capital, we started the business at Jalan Song, Kuching. By using our knowledge, we try our best to minimize our budgets for starting and still aim for high income each following months. There are four of us running this partnership business. Mohd Adeeb bin Mostapha is our Operational cum General Manager, Mohd Qhadzrool Afzan is the Marketing Manager, followed by Seniorita Jua as the Financial Manager and Emy Naz Ezzureen as our Administration Manager. Each of us carry different scope of job.

As our company name says, “ We Got Married ”. We pledge to give our customers our very best and looking forward to bring this business to the next level in 2 to 3 years to come.



INTRODUCTION

It is very common for everyone nowadays to start a business. So, we build this business called WE GOT MARRIED WEDDING COUTURE not more and less than to gain profit from our customers other than this business is one of our dream. This business is based on partnership of 4 of us.

This business is form of partnership which involve 4 of us, which generally be done with 5 shareholders. But we in our company just have 4 shareholders which easier than us. That partnership consists of General Manager also Operational Manager, Marketing Manager, and Financial Manager.

We chose partnership as in this company because with shareholders way, we may have many ideas and knowledge to be shared within partners of this company which is easier for us especially to marketing our company and to gain customers trust.

This business plan is prepared by us mainly for our guideline for the investor, banks, and suppliers.

