



**UNIVERSITY TEKNOLOGI MARA KOTA SAMARAHAN**  
**FUNDAMENTAL OF ENTREPRENUERSHIP (ENT 300)**

ART & DESIGN (AD118)

AMOUR BRIDAL HOUSE

PREPARED BY:

|                                   |            |
|-----------------------------------|------------|
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DATE SUBMISSION:

06 MARCH 2011

# LETTER OF TRANSMITTAL

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07<sup>th</sup> March 2012

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company Amour Bridal House, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

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## EXCECUTIVE SUMMARRY

### INTRODUCTION

Our company name is Amour Bridal House. The name that has been decided on the form of all the partnerships. The nature of this business is as bridal boutique and wedding planners. Our business consists of four members. We all agreed to become a partner in this business. The main business of our company is providing marriage preparation for couples intending to marry and providing wedding planning services to clients. From this business we want to provide a comfortable and friendly environment for our customer because we want the customer to be relax and enjoy when the customer using services in our company.

We will open our bridal boutique at Grd. Floor, Lot 279, Taman Lee Ling, Ph3 Jalan matang, 93050, Kuching Sarawak. Hopefully we will open by 1<sup>st</sup> January 2013.

All partners are encourage and entitled to participate in all business management. We have agreed tahat Siti Zamilah binti Kamarzaman as the General Manager and Administrative Manager, Nurfahrina binti Abal Mukam as the Operational Manager, Nor Hatikah binti Din as the Marketing Manager, and Munira Syahidah binti Mahmud as the Financial Manager.

The management form will be let by the General Manager and assist by the other manager. The task of responsibilities of a General Manager acts as a leader in the company where his tasks is to plan, implement and control the overall management of business. General Manager also monitor the strategic process and to be accountable for the overall performance of business. The administrative manager will responsible in doing for all jobs relating to office administration such as Making profit, handle the contract of the employees operates as Human Resource manager as well and to determine the need for renovation and office layout. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The Operational Manager will responsible to provide enough equipment to help the workers, develop and administer all activities in the operation of the organization, develops annual operating budgets and provides fiscal direction to the unit and controlling the raw material

Finally, the financial manager will handle financial matters such as responsibility on cash flow and budget plan in business. Prepare the business account and advisor in financial aspects. Financial Manager sales and profits are increasing by using efficient and effective ways to make sure good business development and analyzing, controlling and record the money cash flow of the business.

## 2.1 INTRODUCTION

Administration of any business forms is a basic need in any part of the office management or business to manage well. This section has to manage the overall business objective and goals. It is also useful to create an effective management on strategies and routines from this point. This is to make sure that our business management runs smoothly to earn the profit and to achieve our goal to the business.

Administration can also be defined as the universal process of organizing people and resources efficiently so as to direct activities toward common goals and objective. Business administration refer to the performance or management of business operations and making or implementation of major business. The main function of administration is to plan each tasks and divided work according to skills and qualification of business.

The administrative manager must recognize the skills of their workers so it will be easy to delegate the task. The administration also responsible to make sure that the goal and objectives of the business entity can be achieved on time. Administration can ensure that the business can run effectively, systematically and smoothly of the business. It can determine the successful of the organization