



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR 300)**

**“BRIDAL DESTINATION”  
BUSINESS PROPOSAL**

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10 April 2007**

## TABLE OF CONTENTS

<b>ITEMS</b>	<b>PAGE</b>
EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	3
2.0 PURPOSE OF THE BUSINESS PLAN	6
3.0 COMPANY BACKGROUND	9
4.0 SHAREHOLDERS BACKGROUND	10
5.0 PARTNERSHIP AGREEMENT	16
6.0 LOCATION	22
<b>ADMINISTRATION PLAN</b>	
7.0 INTRODUCTION	24
7.1 ORGANIZATION GOALS	26
7.2 ADMINISTRATIONSTRAGTEGIES	27
7.3 LIST OF MANAGEMENT STAFF	28
7.4 LIST OF OTHER WORKERS	29
7.5 JOB DESCRIPTION	30
7.6 LABOR INCENTIVES	33
7.7 SCHEDULE OF REMUNERATION	35
7.8 LIST OF ADMINISTRATION EXPENSES	36
7.9 ADMINISTRATION BUDGET	40
<b>MARKETING PLAN</b>	
8.0 INTRODUCTION	41
8.2 MARKETING PBJECTIVES	42
8.2 PRODUCT OR SERVICE DESCRIPTION	44
8.3 TARGET MARKET	46
8.4 MARKET SIZE	49
8.5 COMPETITION	51
8.6 MARKET SHARE	53
8.7 SALES FORECAST	55
8.8 MARKETING STRATEGY	60
8.9 MARKETING BUDGET	69

## LETTER OF TRANSMITTAL

Bridal Destination,  
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Mr. Mohd Sapawi Jamain,  
ETR 300 Lecturer,  
UiTM Samarahan,  
94300 Kota Samarahan,  
Sarawak.

Sir,

### Re: Handout of Business Plan

Adherence with the prerequisite for the completion of the course of Fundamental of Entrepreneur (ETR 300), we personally submit to you the completed and final business proposal of our group, Bridal Destination on this date which had been agreed before.

2. We would like to thank you kindness and generosity in guiding and leading us in the making of this proposal all this while. Without your advise guidance, we certainly would not able to come out with such determined and dedicative business proposal.

3. We will keep the knowledge, skills and information we have gathered all this while for our good in the future. We want to thank you again, and should there any problem relating to this proposal, please let us know.

Thank you.

Yours sincerely,



.....  
(NORJANAH JAMSIN)  
General Manager of Bridal Destination

**EXECUTIVE SUMMARY**

In every progressive firm or organization, top management is really important to responsible for setting quantifiable, measurable and attainable objectives. This is to make sure the top management of the company can achieve there objective smoothly.

For Bridal Destination, our policy is developed as a guideline for daily operation of the company that stresses more on the continual need to maximize profits in a just, reasonable manner. Apart from trying to earn a fair return on investment from our stockholders. Other than that, we also are looking forward to improve our share in the market size. In addition, we will try to providing our customers with the best and high quality products and services to make sure our customers really satisfied with our company.

In addition, to achieve our objective, we had determined our target market. As our company is Kota Samarahan which is there is no competitors here. The competitors in this business located in Satok and Kuching. So, our target markets are mostly among the residents in Kota Samarahan. So this is our good opportunity corresponding to our objective to earn the greatest possible profit by increasing our sales and services and offered a reasonable price to our customer. A related objective of the marketing department is to develop appropriate marketing strategies to ensure the transactions of the business are well done.

## **1. 0 INTRODUCTION**

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All this aspect really assists in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Beside that administration also include the allocation of resources to avoid wasteful besides can give a better in develop the money based on requirement of every department.

Another responsible of administration is determining the process in achieving the organizational goals where this administration needs to ensure all the department cooperates with each other.

Apart of that, it must be able to provide better services for the employees. For example welfare, allowances, SOCSO, EPF and other benefits to make the employees feel secure.

The roles plays by the administration department really determine the effective and efficiency of their organization to make sure the goal can be achieve.