



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**

**FACULTY OF ADMINISTRATIVE SCIENCE
AND POLICY STUDIES**

DIPLOMA IN PUBLIC ADMINISTRATION

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LETTER OF SUBMISSION

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8 April 2011

Dear Miss,

SUBMISSION OF BUSINESS PLAN

As mentioned above, we hereby present our business plan of Barakallah Bridal Boutique for evaluating and rating.

2. Fundamentals of Entrepreneurship have given us a clear picture to start up our own business and business procedures along the way. The members have contributed ideas which benefit the "Barakallah Bridal Boutique" in the making. We highly agree that it is easier said than done to become an entrepreneur.

3. We would all like to give a token of appreciation for your continuous attention, direction and support which has taken us far by allowing this business plan to become a reality. It can be expressed in words of gratitude for all the knowledge that you have given to us and also not to mention your incessant effort in assisting us in completing this business plan.

Thank you,

Yours sincerely,



(SITI HAFIZAH BINTI JAMAL)
GENERAL MANAGER

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EXECUTIVE SUMMARY

Our company has decided to narrow our business on renting, wedding services and wedding photography after carrying out a wide research on what business prospect we should venture on. We came up with a business plan of partnership and our company will be known as Barakallah Bridal Boutique. The main business of the company is to rent the wedding attires which incorporated Islamic concept in every design. We decided to provide wedding attires which are affordable to the bride and groom depending on their budget. We also provide wedding services such as make up, car decorations and wedding photography.

In the process of launching this business plan, we need so take the five major business establishments into consideration which are the operation, administration, finance, management and marketing.

The Manager Executive will be the head of the management department while receiving assistance from other executives. The General Manager is responsible in controlling, organizing, leading, manage and planning the business. The administration is responsible to update the organizational chart, organize the company's payment scheme and document every data obtain through company's monthly meeting.

Marketing and the operation plan cautiously monitor and record the monthly sales of the company, strategize company's tactic to gain profit and compete with other competitors. Marketing is responsible to promote the business. As for the operational plan they need to identify and assign business supplier, systemize the whole operation of the business.

The financial is one of the important business establishments which are taken into consideration. The financial department will prepare the financial statement and balance sheet for the company. The finance executive is responsible every cash flow and financial transactions.

We look forward that this guideline will be able to help us and direct to the right path. We also hope that our business plan will be accepted.

INTRODUCTION

The wedding industry has developed over the years with the increase of population not only in Malaysia but also around the world. Brides and grooms has been dressing themselves in a manner that represents their social status, incorporating the latest fashion, using the finest and boldest materials money could buy. Nevertheless, today's wedding industry provides wedding attires that are available in every price range with good quality and various designs. Other than that, photography sessions are becoming a trend among newlyweds to capture the memorable moment of their wedding day.

Barakallah Bridal Boutique is a bridal boutique that provides not only wedding attires but also wedding services and wedding photography. We offer packages with individual concepts with affordable prices. The design of the wedding attires for every package are based on Islamic concept where as we emphasize the used of hijab for the bride. Despite that, we still offer our services for the non Muslims even though we mostly focus on Muslim customers.

NAME OF COMPANY

We have chosen the name Barakallah Bridal Boutique for our company to represents the Islamic characteristics that we implement in our wedding attire designs. The word 'Barakallah' which means 'God bless' is suitable to give our company a more Islamic image. We are arguably the first bridal boutique that uses an Islamic based name which to us will make our bridal boutique stands out from other bridal boutique.

NATURE OF BUSINESS

The form of business of our company is partnership which is made up of five partners. Each partner has agreed to follow all the terms of the partnership which includes the contribution of the starting capital according to the individual shares. We have chosen partnership as our form of business so that we can share the profit together as well as bear the loss together. Partnership enables us to share our