

ENTR 300

WARISAN PHARMACY

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INTRODUCTION OF BUSINESS

Business Name

Our pharmacy is Warisan Pharmacy. We chose this name after all members had discuss and agree with the suggestion of the name

Business domain

We sales modern and traditional medicine and furthermore we have reflexology services for those who are interested.

Business type

Partnership is our business type and it is consist of five members

Business location

Kangar is our main business location. In the future we will broaden our business area

Market

Our target market is all types of age especially those who are 12 years and above

Capital

Our business capital consist of share contribution of RM10, 000 for each partners and loan of RM 102,000 from bank Islam

Date of Commencement

Our business will start on the 17th of April 2005

FACTORS INFLUENCING CHOICES OF BUSINESS

- ✓ We are from diploma in science students and we have the basic knowledge about science which are physics, chemistry and biology
- ✓ We want to break off the business monopoly by non- bumiputra
- ✓ High rate in demand

In the future, the government will make an act that all medical supplies will be supplied by certain authorized pharmacy