



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

PRINCIPLES OF ENTREPRENEURSHIP

ENT530



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Assalamualaikum w.b.t...

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Executive Summary

91doorgift is my commercial business name. Through this business, I am selling door gifts for any occasion. Although most of my customer ordered for wedding door gift, there are plenty of them that ordered for different event such as birthdays, family day and gathering.

I decided to open up this door gifts business because I saw the opportunity in it while I was attending a wedding of a relative. When I looked at the door gift I received I thought to myself that it does not seem that hard to make such gift. Thus, I searched for suppliers that could offer me the stocks in lower prices and luckily I already had the designing skill that has helped me a lot in designing customer's demands. After that, I started making social media accounts to promote my new product.

My initial business plan is to make it convenient for the people who want to throw an event but is in rush and had little planning as my business accepts late small orders and can deliver within 2 working days. However, fortunately, my business has grew bigger and a lot of customers have ordered bigger amount of order and with that I could not really accept a lot of orders as the products are only prepared by the help of siblings.

With the existence of this business, I hope I can help hosts of events to get beautiful, simple yet thoughtful gifts for their guests. I hope that when my customers are giving out gifts for their guests, it would bring them even closer and both would feel appreciated.

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1.0 Introduction of business



My business name is 91doorgift which initially comes from both my brother and his wife's born year. This business is focusing on the selling of door gifts for events. The process of production is mostly done at my house with the help of my siblings. Since we do not do too much variety of products, we could focus more on the products that we have already offered and perfecting the way we make them more. This way, my siblings and I get to distribute our works more efficiently.

Other than the process of assembling stocks, we also provide designing service of the product. Most of the time, we would design the stickers, tags and the chocolate wrappers. The first stage, we will show some of the older designs samples to customers and ask them to choose from there. After that, we will ask customer is there any modification that they would want to add in the design. Before the process of printing, we would show the final design for the customer's last check. If the customer is not satisfied with the design, we will design it all over again for them.

Since I only sell product through online, I only use my home address for the business which is located at 25, Jalan Seri Sedeli 6, Taman Sri Andalas, 41200 Klang, Selangor. Although we are based in Selangor, we did not limit our customer up to this are only. We already have orders from Sabah, Sarawak and even Singapore.