



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

T'AMORE BRIDAL BOUTIQUE

PREPARED BY

NO	NAME	NO. ID
1	WELLDER AK BISOP	2011915357
2	VICTORIA AK JALIN	2011797357
3	PRISCA AK HENRY	2011318333
4	MARIANA AK JELIAN	2011304217
5	HAFIZAH JAMIL	2011995699

PREPARED FOR

MADAM ELISA AZURA ALI

Surat Kami : 100-UiTMKS (HEA. 30/7)
Tarikh : 27 Ogos 2013

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2011915357	WELLDER ANAK BISOP
2.	2011797357	VICTORIA ANAK JALIN
3.	2011318333	PRISCA ANAK HENRY
4.	2011304217	MARIANA AK JELIAN
5.	2011995699	HAFIZAH JAMIL

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

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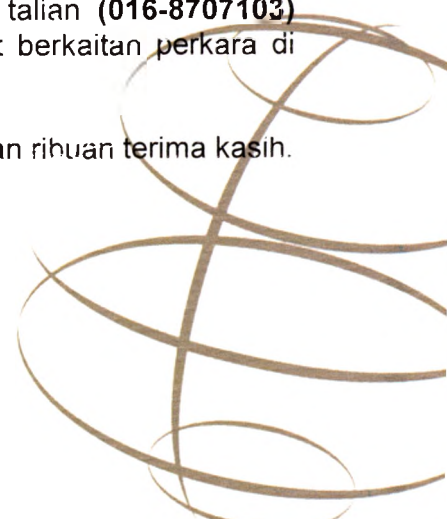
"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar



WAN FAKHRURRAZI WAN DAHALAN
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1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consists of 5 members. The member consists of the General Manager, Administration Managers, Marketing Managers, Operational Manager and Financial Manager. The main business activity is providing service on bridal wedding which offered by our company. Our target customers are people from Kota Samarahan because there is not many bridal boutique in that area which suitable for our bridal services. Our operation is at 9.00 am until 9.00 pm in weekdays except Monday and for weekend we will operate from 9.00 am till 5.00 pm only.

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of producing good services. Without such conditions, the business cannot run properly and organizational goals cannot be achieved. These conditions must be achieved in order for the business to take position in the first place.

Partners are also entitled to participate in the business management. We agreed that WellderAnakBisop is our General Manager, Administration Manager hold by Victoria AnakJalin, HafizahJamil as Operating Manager, Mariana AnakJelian as Financial Manager and PriscaAnak Henry as Marketing Manager. This selection is based on qualification, experience, ability and skills among the partnership.

The management team is led by General Manager and assist by others managers. General Manager is responsible for planning, leading, controlling and organizing the business. The administrative managers also responsible for the job that related to the administration such as planning the remuneration schedule of salary and wages. The operation manager is responsible to entire job that related to the operation and will supervise and coordinate the operation of the business. The marketing managers will be responsible to create the marketing plan, identifying customers need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the financial manager will be handled the financial matters such as preparing the budget and financial statement for expenses for each department and controlling the flow of money of the organization.

1.2.0 INTRODUCTION TO BUSINESS PLAN

T'amore Bridal boutique is located in Kota Samarahan is a Bridal wedding services. We are providing wedding services such as clothes for bride and groom, makeup and hairstylist and decoration for the wedding. Our company have different design of clothes and each of it is limited and not sells in any bridal boutique except in our boutique. We also providing a makeup service not only for the wedding but for any event that our customers would like to go and were touch up by our staff that have experience as a makeup artist.

1.2.1 NATURE OF BUSINESS

Our business is based on problem which people are afraid to involve in this business because there are too many competitors in bridal business. Our targeted market is especially to those who are getting married or if people want to held engagement ceremony. Firstly, we will introduce and asked what types of theme they love to do because we need to follow what customers want and their interest then we can proceed by giving them a sample picture of decoration to look for. The pricing is not fixed because we have to asked how much budget the customers have to paid for us and we will do the decoration based on the budget but we will still make sure the decoration are glamorous.

The reasons we choose partnership are because:

- 1) Idea and knowledge among the partnership can be share
- 2) Idea and knowledge that being share are taken , discuss among the top management for improvement the idea or knowledge so that together the idea can be evaluate.
- 3) To reduce the risk and also liability of owner.
- 4) The capital is from contribution among shareholder and the profit will share equally among shareholder.