



اَبُو سَيِّدِي تَكُونُ لَوِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR IN OFFICE SYSTEM MANAGENMENT (HONS) (BA232)
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
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BA232 3A

SHHAA WEDDING PLANNER



GROUP MEMBERS:

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SUBMITTED TO:
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SUBMISSION DATE:
18 DECEMEBER 2019

Done!

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1.0 EXECUTIVE SUMMARY

SHHAA Wedding Planner provide product and service of wedding that provide a full package wedding. Our concept of wedding is friendly concept which is we provide a wedding planner based on the customer's budget. We also provide various types of package for our customer that is comes with a reasonable and fulfil the customer needs.

Our target customer is especially a man and women who want to get married but don't know to find an affordable wedding planner that provides them services with a complete wedding package. SHHAA Wedding Planner provide a package that have a reasonable price and can custom for customer needs and follow their budget. We also target the busy person which is don't have a time for visiting the boutique for their wedding. This is because we also having our own business website, which they can get in touch with us any times, anywhere by just visiting our business website to see our available date for their wedding and the type of wedding package that we provide.

Across Kelantan and Tanah Merah particularly SHHAA Wedding Planner business has seen the explosion of growth over the year. Tanah Merah is an area that have many boutique growths in many years; it is because the demand of wedding dress rise over the year. Therefore we, can predict that our business can growth more in the future as there is always a demand for the wedding planner services around Tanah Merah and also others places.

As we have provide a variety types of wedding package, we need to makes sure that our team management is quite perfect for to make a grand wedding ceremony and always makes our customer satisfied with our services. Therefore, we need to hire a talented worker especially the top management of our business.

2.0 COMPANY PROFILE

Detail of company name and logo.



Our company names are SHHAA Wedding Planner, which is the combination of the partnership owner names of Syahirah, Hidayah, Huda, Amir and Atirah. So, the initial capital of each partner name is being taken and finally SHHAA will become as our company name. Besides that, for our logo design, the background picture of the couple was a symbolic to the person in love or can be related to a happy married couple. Then, the word "A stylish wedding begins with us" has been take as our wedding planner business to show that we can provide the customer a better service to their wedding ceremony.

Background of company

The SHHAA Wedding Planner is founded by five persons, which is was the ex-student of University Technology Mara (UiTM). The idea of developing the SHHAA Wedding Planner was actually started by Nurhuda as she feels that there are a few things that need to be added in the wedding ceremony at Tanah Merah other part of the Kelantan's state. She discovers that a lot of the wedding planner that opened nowadays did not proving the full package of wedding ceremony, therefore the customer need to have a variety of wedding planner teams to have a complete wedding ceremony.

In order to develop a good management of a company Nurhuda has invited a few friends to support the business operation as her partner, which is Syahirah as the Operation Manager, Atirah as the Administrative Manager, Amiruddin as the Marketing Manager and Mohamad Hidayah as the Finance Manager. Every business partner of SHHAA Wedding Planner has their own skill or experience in every position they holding. Therefore, SHHAA Wedding Planner is believed to be a good wedding planner and can be more sustain in the future in the business operations.

Vision and Mission of the company

1. Vision

Our vision is to be one of the most wedding planner services provider across the Malaysia with the best service by looking up for the customer satisfaction. We believe that our services will bring a better feeling for everyone.

2. Mission

Our mission is to be the leading wedding planner services provider in all over the Kelantan state and having more branch of business across the Malaysia in year of 2025.