

Acknowledgment

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Executive Summary

Mary's Pencil Case offers product which is pencil case and travel makeup bag for customer. It provides a variety design of pencil case and travel makeup bag that give high satisfaction to customer because of the high quality and affordable price of products. The address of Mary's Pencil Case is Pt 557 taman bumi emas ilmu kampung kubang badak banggol chicha pasir mas, Kelantan 17000. My target market is the customer in middle and low class category who afford to buy Mary's pencil case's product with reasonable price. Mary's pencil case offers variety design of pencil case and travel makeup bag. The design that Mary's pencil case offers consists of up to date design so that it can attract customer to buy it.


This business was started in September 2019. The location of this customer is at Pasir Mas which is in town so that it gives benefit to me to get the customer easily. Mary's pencil case marketing strategy is to emphasize the quality and affordable price of the product. We offer the affordable price because our target market mostly from student. As we know, student more interest in cheap stuff with high quality of product so that this gave me the opportunity to do this business.


Last but not least, I'm doing this business online through Facebook page. From this I learn how to promote the product in the right way whether teaser poster, soft sell and hard sell.

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i. Business Registration (Suruhanjaya Syarikat Malaysia (SSM))


BERKAS D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

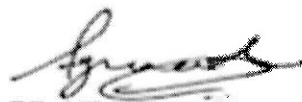
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

MARYS STATIONERY ENTERPRISE
NO. PENDAFTARAN: 201903327660 (003049193-M)

telah didaftarkan dari hari ini sehingga 25 NOVEMBER 2020 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di PT 557 TAMAN BUMI EMAS ILMU KAMPUNG KUBANG BADAQ BANGGOL CHICHA , 17000 PASIR MAS, KELANTAN

Bil. Cawangan: TIADA

Bertarikh di SISTEM EZBIZ pada 26 NOVEMBER 2019.


DR. AZMAN BIN HUSSEN
Pendaftar Perniagaan
Suruhanjaya Malaysia

Lump: EZBIZ Date: Thu Nov 26 09:25:19 MYT 2019