



Rujukan Kami : 500-KDH (MEDEC. 15/2/1) .  
Tarik 26 Jan 2003

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Najibah bt Mohamed Nazir
2. Siti Arwishah bt Ismail
3. Nafishah bt Hamid
4. Norhaliza bt Abdul Rahim
5. Nor Suhaida bt Umar

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama

Sekian, terima

Yang benar

**MAZNAH WAN OMAR**  
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# ACKNOWLEDGEMENT

All praise to Allah S.W.T whose help and guidance has sustained us to bring this Business Plan to completion.

This Business Plan is required for the Entrepreneurship subject (ETR 300). In preparing this Business Plan, all group members have giving their full commitment. To complete this Business Plan we need a lot of information and guidance from other parties. Here we would like to give special thanks to:

1. Puan Maznah Bt. Wan Omar  
(Our lecturer)  
MEDEC Coordinator, UiTM Sungai Petani.
2. Mr. Teah Ang Meng and Family  
Especially his lovely daughter  
Miss Teah Hoe Chiun  
Business Venture of Mytex Textiles
3. Majlis Perbandaran Seberang Perai (MPSP)

Here we also would like to express our appreciation and gratefulness to the others parties involved directly or indirectly that not express here for their contribution, cooperation and information provided. They had view us in our preliminary steps of learning the real business activities and induced us to make this business plan as a potential business in the future.

We are grateful to our parents for giving us the full moral support in our study. To all of our friends thanks for the advise, opinion, and assistant. To the group members, the commitment and cooperation in completing this Business Plan were much appreciated.

Nonetheless, we would like to ask pardons for any shortcoming in this Business Plan. We are welcome any suggestions for improvement.

Thank you.



# INTRODUCTION

Badarsila Textiles is the name of our business. This is to identify our business activities which involve in the textiles and fashion wear trade. 'Badarsila' is a Malay word which refer to a high quality or very smooth white silk, and the word 'textiles' refer to any type of fabric made by weaving or knitting.

Our major activity is retailing textiles and fashion wear. We provides variable types of up to date textiles collection and fashion wear which is include ready-made clothes for both man and woman such 'Baju Melayu', 'Baju Kurung' and 'Baju Kebaya'. We also provide other product such the latest hair scarf (tudung) collection and it accessories.

Basically, a business idea starts with an opportunity. A business opportunity exists when there are demand for goods and services to meet the needs and wants of community. Here, we choose business trade in textiles and fashion wear because clothing is 'needs' which refer to basic needs that required by all human being in order to live in a comfortable manner.

Moreover, we choose this business because there are high demands in this product in Bandar Perda but no other entrepreneur involves in trading this product. Competitors only exist in the town of Bukit Mertajam.

Furthermore, the clothing market is the most exciting and fastest growing market. Consumers will always look for nice clothing and not hesitate to buy the product.