

### PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

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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 dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah:

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- 2. AZLYN AHMAD ZAWAWI
- 3. NORMAWATI NORDIN
- 4. NOORKHAIRULNISA' JAAFAR
- 5. WAN FATURIATIONOR HE AIRDUL RAHIM

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Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator b.p. Provos

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# 1.0 INTRODUCTION TO BUSINESS PLAN

- 1.1: Introduction
- 1.2: Purpose of preparing Business Plan
- 1.3: Background of Business
- 1.4: Partnership Agreement
- 1.5: Partners' detail
- 1.6: Logo
- 1.7: Logo and Motto Description
- \*Business Card

# 2.0 ADMINISTRATION PLAN

- 2.1: Introduction
- 2.2: Vision
- 2.3: Mission
- 2.4: Objectives
- 2.5: Organization Structure
  - 2.5.1: List of workers
  - 2.5.2: Job Description
  - 2.5.3: Remuneration table
  - 2.5.4: Workers Incentive
- 2.6: Office Equipment
- 2.7: Preliminary Expenses

### 3.0 MARKETING PLAN

- 3.1: Introduction
- 3.2: Product Concept
- 3.3: Target Market
- 3.4: Market size
- 3.5: Competitors
  - 3.5.1: Strength weaknesses of the competitors
  - 3.5.2: Strength of Busana Wahidah
  - 3.5.3: Sales Forecast
  - 3.5.4: Marketing Strategies
  - 3.5.5: Marketing Budget
  - 3.5.6: Special Service of Busana Wahidah

### **4.0 OPERATION PLAN**

- 4.1: Introduction
- 4.2: Objectives
  - 4.2.1 Business Strategies
- 4.3: Factors to be considered inflecting location
- 4.4: Flow of Work
- 4.5: Operation workers
  - 4.5.1: Specification of work
  - 4.5.2: Workers Salary
- 4.6: Raw Materials

BUSANA WAHIDAH INTRODUCTION

1.1 Introduction

Busana Wahidah Muslimah Fashion Center is a final idea of five partners whom

have been interested with this nature of business. Focusing on Muslimah's fashion and

attire, Busana Wahidah aims to serve all Muslim women with the latest and variety of

fashion in the market by not neglecting their status and title as Muslimah. The motto of

Busana Wahidah is 'Our attire is the mirror to our personality'.

The products of Busana Wahidah are not only baju kurungs but it also covers all

types of scarves, dresses and blouses. The textile used in this business grade from the

cheapest to the most expensive type of textile.

The business also aims to fulfill the market needs which by our observations, lack

of Muslimah's fashion. In this modern era, Islamic fashions are not only limited to baju

kurungs and chasuble only but it has been expanding wider and more creative.

The establishment of Busana Wahidah is hoped to fill the needs and requirements

of all Muslimah that are fashionable especially working women and youths. Busana

Wahidah's mission is also to provide all Muslimah with the kind of fashion they need and

at the same time following the guidelines and are subjected to Islam and it's Syariat.

'Our Attire is The Mirror to Our Personality'

Thank you.