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Rujukan Kami : 500-KDH (MEDEC. 15/2/1)  
Tarik 16 JUN2002

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**KOORDINATOR 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 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. Erlina bt. Jamil
2. Hamizah bt. Shabusin
3. Mariam Jamillah bt. Azami
4. Nur Annisa bt. Abdul Muttalib
5. Noor Syarizan bt. Mohd. Said

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

Sekian, terima kasih.

Yang benar

**MAZNAH WAN OMAR**  
Koordinator MEDEC  
b.p Pengarah

## LOGO & description



### DESCRIPTION:

**RED** : Reflects vigour, pride and confidence of us behind the management of FunBeez in facing the challenges in the business industry. These virtues made us believe that our vigilance in providing the products and services to the customers is infallible.

**YELLOW** Reflects diligence and loyal commitment that preserves the high standards of FunBeez, thus mirroring the enthusiasm, talent and spirit unique only to our store, promising the customers an unwavering service and sacrifice.

**BLUE** : Reflects far-sighted vision, open-mindedness and approachability in making a conscious effort to better ourselves and constantly strive to achieve greater heights of excellence and glory. This is to uphold the standards and integrity FunBeez and promoting our goodwill.

**BLACK** : Reflects cooperation, teamwork, camaraderie and comradeship which are the most important elements in ensuring the cohesion of us all working together as one big family, sticking together through thick and thin.

## INTRODUCTION

Remember the kid in you? Toys aren't just toys. They are friends and foes, heroes and monsters, all at the same time.

**FunBeez Enterprise  
Prangin Mall 33-2-109,  
Jalan Lim Chwee Leong,  
10000 Georgetown,  
Penang.**

FunBeez Enterprise, which commences on 1<sup>st</sup> January 2003, is a business which focuses on fulfilling and catering the needs of our customers by providing them products and services. Our business falls under the category of medium-level business, as we play the role of sub-contractors who ordered our products from giant companies and manufacturers and sell them to our customers. In short, we acted as intermediaries, between the buyers and the manufacturers.

Based on numerous studies and analysis done by the researchers worldwide, education from an early age is extremely vital to guarantee a child to be an all-rounder, being able to handle any situation given. That is why we at FunBeez try to assist the parents in educating their children by offering them a large selection of toys, because we think that toys are the tools of education and learning in a child's early years.

At FunBeez, we believe in offering great selection and value. That's why we have developed an exclusive line of high quality, affordable toys that can only be found at FunBeez. For the best learning toys around, FunBeez offers fun, interactive and educational toys that everyone will love, in line with the Government's desire to see the upsurge in the number of Bumiputra entrepreneurs.

We believe in letting imaginations soar. So that's why we choose to reach out to the people surrounding us by making their dreams come true and transform their imaginations to life. FunBeez features toys that are educationally beneficial as well as a whole lot of fun. We also provide a place for the parents to read informative articles and product reviews written in by teachers.

FunBeez is simply put as the "family store", assisting the children through their growing years and helping the adult reminisce the kid in them.

FunBeez...let a little imagination fly.

## LOCATION AND **physical facilities**

FunBeez is easily accessible as it is situated in Prangin Mall, which is built adjacent to the renowned Komtar building. It is often that people would refer the Prangin Mall as part of Komtar, as they are situated just a few metres from each other.

As it is only a few years' old, Prangin Mall has many public amenities to cater its daily visitors who thronged the mall at any time of the day. For the convenience of everyone, the car park ramp is built, stretching for almost 20 ft. wide. There are 1600 bays at the Basement, Sub-basement, 6<sup>th</sup> level, 7<sup>th</sup> level and the Rooftop. There is also a link bridge from the Prangin Mall to the Komtar building.

Prangin Mall has many to offer. It has a cineplex, bowling alley, food courts, amusement centre and many more, which is probably one of the reasons why it attracts so many visitors everyday.

Komtar is located in the heart of Georgetown, along the famed Penang Road. It is the ultimate landmark from which we can orientate ourselves in Georgetown. Jalan Lim Chwee Leong, where the Prangin Mall stands, is itself a shopping area designated "Markets and Shopping Precinct – Chinatown", while on the south side of Komtar is a triangular residential area designated the "Seven Streets Precinct" under the conservation guidelines.

Komtar is the closest thing, which Georgetown has to a civic centre, as the three tiers of the Government; the Federal, State and Municipal, are located in the tower so that they may be in instant vertical communication. Therefore our toy store is just a stone's throw away from all Commercial and Government offices.

Most importantly, Komtar is the public transport hub, hence the local proverb "all bus routes lead to Komtar". It is also a very good place to catch a taxi by day or night. People could also reach Komtar in 30 minutes from the Bayan Lepas International Airport and it is also 5 minutes away from the Ferry Terminal.