

# I.D.E.A.R.E.K.A.

WEDDING

&

CREATIVE CENTRE



( ANAK SYARIKAT I.D.E.A.R.E.K.A INTERIOR CONSULTANT SDN. BHD )

WORKING PAPER

TITLE: THE PROSPECT OF WEDDING BUSINESS IN ALOR SETAR TOWN

AREA

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### ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

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

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## 2. INTRODUCTION

### 2.1 THE BUSINESS

Our business is registered by the name of “**I.D.E.A.R.E.K.A. Wedding & Creative Centre** ” because by the word itself already shows that our company will create good ideas with our own creativity to fulfill customer needs and wants. It is to make sure they get the best performance and satisfaction during their preparation of wedding ceremony.

### 2.2 TYPE OF BUSINESS

Ideareka Wedding and Creative Centre Sdn. Bhd. is established as services business and its business transactions involve directly from customers to our service centre. This wedding centre is open in the role as a **partnership business**. We were encouraged to enter in this service market because it had a good potential in wedding services industrial in Malaysia. We started our business on 1<sup>st</sup> January 2001 with opening capital with RM 174 300 which RM 122 300 has contributed by each partner and RM 32 000 of hire purchase. We also make a loan from Bank Islam Malaysia Berhad. Each partner that mention before who contribute the equity – cash as follow:

NAME OF PARTNERS	POSITION	CAPITAL CONTRIBUTION
2.2.1 Nurkamariah Bt. Mohd. Arif	General Manager	RM 24460
2.2.2 Syafini Bt. Shahidan Ramli	Administration Manager	RM 24460
2.2.3 Zainoor Azmah Bt. Zakaria	Marketing Manager	RM 24460
2.2.4 Zanariah Bt. Isa	Operational Manager	RM 24460
2.2.5 Nur Eliyawaton Bt. Mohd Alias	Financial Manager	RM 24460