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APPENDIX



Rujukan Kami : 500-KDH (MEDEC. 15/2/1)
Tarikh 28 JUL 2023

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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.

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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
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EXECUTIVE SUMMARY LETTER

A comprehensive business plan helps us to analyse and evaluate the viability of our proposed project. This business is a guideline for us to run business efficiently and effectively.

Four aspects of area must be given a serious attention that is Administration Plan, Operation Plan, Marketing Plan, and Financial Plan to run the business of Ummu Khomsa Hajj Goods.

Administration Plan

This consists of managerial aspects such as organizing and managing our daily business operation. It is essential in order to achieve mission and objectives for our business. In this plan, it shows that the abilities to divide the task according to specified manager functions based on qualification.

Operation Plan

This plan is the most important in Operational Activities such as ordering and supplying in order to meet our expectations and satisfaction. As a whole, Operation Plan provides the systematic flow process and effective working schedule in order to satisfy the customers.

Marketing Plan

In this plan, it can direct us on how to determine our own market target, market share and forecasted sales. Marketing strategies are needed for producing the best product and the best services to our customer.

INTRODUCTION

As all of us know, business field and entrepreneurship is a division from economic sectors that innovative, intensive, motivation and other combination of good attitude that can lead an entrepreneur to its succession either by using the Islamic ways or the conventional ways of management. So due to that, we agreed to form a business called Ummu Khomsa Hajj Goods where it is a partnership form of business and established as trading business. We were encouraged to enter in this business because to help Muslim especially in order to fulfill the last obligation in 'Rukun Islam' such selling the necessary things that required. We panel to start this business on the 1 January 2004. We decided to name our business as Ummu Khomsa Hajj Goods, which Ummu Khomsa is the name of a Muslim lady, which has been, sacrifices herself in order to fulfill herself to Islam. She is very strong and innocent lady that should take as an example.

The main activity of the business is selling Hajj goods especially to the Muslimin and Muslimat who want to have fulfilled the last obligation such do Hajj and 'umrah' at Mecca. The goods are selling in our shop such as ihram suit, prayer mats, 'tasbih' and etc.

In our business, we have our own mission and objectives that should be achieved in a specified period of time. This is made in order to ensure the business running could make the demand of the customers can be fulfilled. All the important skill and expertise in administration is used to make the business more dynamic and successful.

The location of our business at 25A, Jalan Tunku Ibrahim, 05000 Alor Star, Kedah Darul Aman. Our business hour is start 10a.m. to 6p.m. every day except on Friday. There are several reason why we choose this venue as our business establishment because this venue as a strategic place where the exist our target market that Muslim especially who want to fulfill the 'ibadah' of the last obligation in 'Rukun Islam'.