



TABLE OF CONTENT

NO.	TITLE	PAGE
1	PERMISSION LETTER	
2	COVER LETTER	
3	ACKNOWLEDGEMENT	1
4	INTRODUCTION:	
5	INTRODUCTION	2-4
6	OBJECTIVES	5
7	PARNERSHIP AGREEMENT	6-9
8	BUSINESS BACKGROUND	10
9	BACKGROUNOF PARTNERS	11-15
10	INTERPRETATION OF THE LOGO	16
11	BUSINESS LOCATION	17
12	ADMINISTRATION:	
13	INTRODUCTION TO ADMINISTRATION	18
14	ORGANIZATION CHART	19
15	MISSION	20
16	VISSION	21
17	LIST OF MANAGEMENT STAFF	22
18	DUTIES DESCRIPTION	23-27
19	OFFICE LAYOUT	28
20	EMPLOYEE'S INCENTIVES	29-31

21	REMUNERATION TABLE	32
22	LIST OF FURNITURE AND FITTINGS	33
23	STATIONARIES	34
24	ADMINISTRATIVE BUDGET	35
25	OPERATION:	
26	INTRODUCTION	36
27	OPERATIONAL OBJECTIVES	37
28	OPERATIONAL STRATEGIES	38-39
29	OPERATION ORGANIZATION CHART	40
30	DIRECT WORKER	41
31	REMUNERATION SCHEDULE	42
32	OPERATIONAL HOURS	43-44
33	OPERATIONAL SCHEDULE	45
34	SHOP LAYOUT	46-48
35	PROCESS FLOWCAHRT	49
36	FURNITURE AND FITTINGS	50
37	OPERATIONAL BUDGET	51
38	PURCHASE FORECAST	52
39	YEARLY PURCHASE FORECAST	53
40	CLOSING FORECAST	54
41	PRICE SETTINGS	55
42	LIST OF PRODUCT	56-60
43	LIST OF SUPPLIES	61
44	MARKETING:	
45	MARKETING DEPARTMENT INTRODUCTION	62
46	MARKETING PLAN	63



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

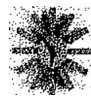
1. Farah bt Man (2001271514)
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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah



INTRODUCTION

World Of Watch Sdn. Bhd., we would like to introduce it as Partnership Company and establish as a business. We were encouraged to enter in this business because to fulfill the desire of the people in this millennium where it is required to make a new concept and challenge. We planned to start this business in the year 2004.

We decided to name our business as World Of Watch (W.O.W) because it can describe and states that we sell all type of watch and suitable to all people. By choosing this type of business in selling watches and clocks we hope can generate business will tend to trade products and daily use by the customers. Nowadays, time is almost the important element in their life. So, they need something to know the time. Almost everyone needs watch or clock. This business will be operating at the North Side of Malaysia, located in Georgetown, Penang. Hopefully to sell watch which fulfill the current trend and fashion.

LOCATION OF OUR BUSINESS:

**WORLD OF WATCH SDN. BHD. ,
LOT 33-1- 01
PRANGIN MALL ,
JALAN DR. LIM CHWEE LEONG ,
10100 GEORGETOWN, PENANG .**

In order to sell our product to the customers, all possible way in marketing the watches and clocks would be applied. Besides that, our premises that located at one of the popular and familiarized shopping complex will help our customers to easy attain at our premises.

There are many reasons why we choose this location for our business. Location is played an important role in selling our product and earn product. Reasons of why we



choose this location are based on the accommodation and facilities provided at the shopping complex.

- ◆ Water and electricity
- ◆ Transportation
- ◆ Telecommunication network
- ◆ Parking lot
- ◆ Entertainment facilities

This is due to the suitable and comfortable facilities so that, the customers will easily get to our shop lot. Moreover, Prangin Mall nowadays stands of the popular and familiarized shopping complex to the customers in the local area. This is as an advantage to open our business here.

In operating this type of business we are focuses on selling watches and clocks to the moderate income until the high income level. This is due to the location of our premises itself, besides that this shopping complex being widely known either by local people or foreigner that visit Penang. As we notice that, Penang is among one of the state, which are famously recognized by the foreigner based on its multiracial culture and foods and lifestyle.

When rented the shop lot at the Prangin Mall will be fully organized and occupied in order to present our products to the customers. Renovation will be making on the current layout style and suitable arrangement due to present our watch in order to attract customer's attention.