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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.

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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

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EXECUTIVE SUMMARY

World of Sport is sell sport equipment to the people. Our focusing target of customers is from the secondary school to the age around 50 years old. Our businesses are selling many types of brand of sport equipment such as ADIDAS, NIKE, UMBRO and many more. Therefore, we take this opportunity to enter in this kind of business.

Our business is formed by the partnership. They are five partners involve. They are Shahril Afizal Ahmd. Yusoff as a General Manager, Borhanudin Padlul as an Administration Manager, Hasanul Amir Abd. Halim as a Marketing Manager, Hairuz Fazlee Hashim as an Operation Manager and Ariff Afzan Jamaludin as a Financial Manager. All partners have a quite good academic qualifications and experiences in working.

Our business capitals are RM 100,000. All partners contribute equally RM 20,000 each. We also have high purchase of our company van.

The location of our shop is at the Lagenda Height. From the surveys that we have made, we found that this area are strategic than our competitors. So from this advantage we try a new strategy in order to attract customers. The price is reasonable and suitable with the quality of the product. Some of the products are directly imported from overseas.

Lastly, we hope that our business will bring reasonable profit to our company based on our sales. Besides that, our company should aware that in the business people participate in; there must be deficit or surplus.

INTRODUCTION

Sports are one of the outdoor activities for us to make sure our life in the healthy ways. In sport, we need a proper equipment to avoid us from injuries and make us comfortable while in sport. Therefore we have a variety brand and design of sport equipment such as ADIDAS, NIKE, UMBRO and many more.

Nowadays, Malaysia has a good achievement in sport arena in world level.

So with this situation, all of us agreed and like to open a sport shop named *World of Sport*. Our shop is established a trading business and sell various brand and design of sport equipment.

We choose the name of *World of Sport* is because all people in the world are involved is sport directly or indirectly. We can see that many tournaments have been organized around the world. These activities are continuing since many years ago.

World of Sport are situated at No. 95, Jalan Lagenda Height 1, Lagenda Height, 08000 Sungai Petani, Kedah. We choose Lagende Height because we see that this area have a potential of business area and it a new area. Why not we tried? We choose these types of business because not many sport shop in Sungai Petani and small shop only. Our shop located in the middle of developing area.

In addition, our target customers are around this place. It because the shop near to school and housing area. So we can attract them to our shop. Our shop also near to main road and easy to customers to find it. We also the biggest sport shop in Sungai Petani.