

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR300

BUSINESS PLAN

BASTIQUE ART ENTERPRISE

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Acknowledgement

Alhamdulillah all thank and praise are due to Allah s.w.t. and His beloved Muhammad s.a.w. and upon his family for giving us strength toward completing this business plan report. This report is a description and illustration of the planning in Bastique Art Enterprise mostly focus on Souvenirs Industry, especially on photo.

The purpose of Bastique Art Enterprise is as a guideline for managing the purposes adventure. This business also is prepared to initiate the company and also to allocate business resources effectively.

While the main objectives of our business plan Bastique Art Enterprise is to make profit. Particularly, we would take this opportunity to special thank to our lecturer Pn. Zaleha bint Mohamed for all the support and encouragement due to preparing our business plan. A lot of thanks to our group members during to prepare the business plan for all the support time, money, effort and many things that have been spend together.

Finally, our deep thanks to all people who have involved in our preparing business plan of Bastique Art Enterprise. Completing this report the formally or not without their helps, of course we cannot perform our business plan. Thank you for everything.

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Our company's name is Bastique Art Enterprise. This business will be operated in Sunway Lagoon Theme Park, Bandar Sunway. In specifically, the business is located at Lot 007 Jalan PJS 11/11, Bandar Sunway 46150 Petaling Jaya. The target of our business commencement is on 1st January 2009.

Bastique Art basically provides souvenir and gift to customer who comes to Sunway Lagoon Theme Park. Our shop main products are the photo memory where it is not just be printed on paper, but also, can be printed on our other merchandise such as key chains, t-shirt, mugs and teddy bear.

Customer can also try our ' Fantasy Photo', whereby they can choose any location, situation, famous people or even biggest event to be with them just in our very own photo studio.

There are few factors why we select this business. Firstly is to fulfill the people needs and wants especially the tourist. Besides that we also aimed in becoming the greater photo shops in future.

1. Purpose

This business plan is prepared by our company, Bastique Art Enterprise for the purpose of developing and emphasizing the art of picture in an industry and applying capital loan from Agro Bank Micro to start the business amount RM 80000. The business plan is prepared for various reasons. Among the main reasons are:

- 1) To evaluate the business plan based on the objectives stated and the goals of business.
 - Many business ruin down because the entrepreneur manage the business proper planning based on the business objectives or goals. With the business plan, the each entrepreneur will manage in realistic and effective ways.
- 2) To analyze and determine the future and actions
 - With business plan, the entrepreneurs can evaluate whether the business to be run smoothly, can give large benefits or not. The risks and actions to be taken will be determine and analyze before running the business.
- 3) To allocate business resources effectively
 - Before running the business, the entrepreneurs can determine the methods of production, materials needed, money, and manpower in making the business plan. So, business resources can be allocated in effective ways.



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