



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَرْا
UNIVERSITI
TEKNOLOGI
MARA

PRISMA INTERIOR DESIGN

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DIPLOMA IN FINE ART (AD 1184A)

FACULTY OF ART & DESIGN

PREPARED FOR:

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LETTER OF TRANSMITTAL

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6th August 2011

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company Prisma Interior Design, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

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EXECUTIVE SUMMARY

Prisma Interior Design Company is produces the product home interior design such as curtain and wallpaper included accompanied by the kind of style that is modern, classic and traditional Lot 2362, Desa Ilmu, Jalan Datuk Mohammad Musa, 94300, Kota Samarahan, Sarawak that allows the entire family to have originally self-design and not duplicate from the other product home interior design. Prisma Interior Design Company serves family at house. We company also providing in our company too satisfied the customer wants and customer also canto choosing the design in our catalogue.

There are many design include style such as modern , traditional and classic companies like our Company will excel due to its attention to detail regarding customer service. Through unheralded customer attention, our company will slowly but surely gain market share as it services the entire house for family, creating long-term relationships. Lastly our Company location will allow it to attract a lot of people that always visit in that area.

People across Malaysia have decided to use our services when they want to fulfill their home interior design. Our Company has foreseen this opportunity to provide the finest and highest quality of design to customer. This has shown that Our Company has the caliber to be one of the most successful home Interior designs in Malaysia.

Prisma Interior Design Company saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to change of their Home Interior Design to make it different from others and from design there reflects their personality with the design there has been chosen. Our company sees this as a way to prosper in this market, by taking advantage of all these people's need and want.

making process. The entrepreneur has more realistic and practical business plan from this method.

INTRODUCTION OF BUSINESS PLAN

A Prisma interior design feature represents the name of our business. The selection of the name "Prisma" is word from Malay language that meaning is prism. Prism can produce variety of light with colorful. Meaning prisma in our business is we create the variety of style home interior design with demand from customers.

. The main reason of existence our company is to give and provides the best and giving a new concept follows the style of home interior design. Those who live in Kota Samarahan area are mostly those who came from out of town and rural areas. So, we are pretty sure that they must have been love new concept of Style home interior design. With our new concept, we believe that we can give an impact to our competitors in Kota Samarahan such as Pro Deco ,Lorenzo Deco and Domeilee Interior.

As for the service, we offer installation, measure and deliver of product for customer. In addition, we give advice for home interior design without any charge for customer.

As for the price, we are trying to give the best price for our customers. Standardization has offer greater cost advantages with standard home interior design. We produce home interior design to be sold in our outlet.

We will choose the professionals and experience workers to run the business in order to achieve our goals which are to make our business known by people. Since our company provides home interior design include style of design.

We decide to choose Kota Samarahan area as our business main location. This area have large population. In our organization, we believe that co-operation, sincerity, punctuality, efficiency, creativity, trustworthy, tolerance, respect, and innovativeness will guide us in our day to day life and directly will help us to motivates our self towards achieving our goals.