



UNIVERSITI TEKNOLOGI MARA SARAWAK

INSPIRE COTTAGE (BOUTIQUE & BRIDAL)

PREPARED BY:

MU'ADH ABDULLAH BIN AMIR	2008209254
ZAWANAH FATANAH BT ZULKIFLI	2008209218
JAAFAR BIN MOHAMMAD	2008209234
JULAILAH BT. GEORGE @ ROSLI	2008209206
MUHAMMAD KHIDIR B. RAHIM	2008209274
MUHAMMAD FAHEEM B. NORMAN	2008209238

**DIPLOMA IN ART & DESIGN (AD111)
(GRAPHIC DESIGN & DIGITAL MEDIA)**

OCTOBER 2010

TABLE OF CONTENT

Content	Page
Letter Of Submission	1
Acknowledgement	2
Executive Summary	3
Partnership Agreement	4
Introduction	8
Name Of Company	8
Nature Of Business	8
Industry Profile	9
Location	9
Date Of Business Commencement	10
Factors Selecting Proposed Business	10
Company Background	12
Company's Logo	13
Location Business	13
Shareholders' Profile	14
Introduction To Administration Plan	20
Company's Vision	21
Company's Mission	21
Company's Objective	21
Company's Strategies	22
Organization Chart	23
Organization Structure	23
Schedule Of Staff And Responsibility	25

LETTER OF SUBMISSION

Miss Siti Farah Binti Lajim
Lecturer of ETR 300,
Universiti Teknologi MARA,
Kampus Samarahan,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak

2 OCTOBER 2010

Dear Miss,

SUBMISSION OF BUSINESS PLAN

As mentioned above, we hereby present our Inspire cottage Bridal's business plan for reviewing and grading.

2. Through ETR300, me and all my fellow members gain a lot of the fundamental of entrepreneurship. Through the process of gaining information of building a new business like Inspire Cottage, we find it very challenging in order to start a business. Despite of the difficulties in gather information, planning, and budgeting for Inspire Cottage, this projects increases our interest on involving our self in entrepreneurship.

3. With the guidance from Miss Farah, we were able to successfully accomplish our business plan. With all the knowledge, guidance and help, there is no word that could possibly describe how thankful we are to you. Without your support, we might never be able to accomplish this business plan smoothly. For that, thousand of thanks from all of our group member.

Yours Faithful,



MU'ADH ABDULLAH BIN AMIR
EXECUTIVE MANAGER

EXECUTIVE SUMMARY

Based on our research on the population and market size of bridal houses within Kuching, we discover a great business opportunity that we have decided to open up a Inspire Cottage Bridal. We will be offering services like wedding planning, bridal photography, dress rental and other services involves in our wedding packages. Inspire Cottage will an inspiration to the that visits our shop in building a precious valuable moment that they will treasure it all their life.

In order to realize Inspire Cottage Bridal, every aspect of business establishment was seriously considered including the four most important element in business plan, administration, operation, marketing and financial plan.

Inspire Cottage Bridal will be lead by its general manager supported by his executive managers including administration manager, operation manager, marketing manager and financial manager. The general manager will be responsible in leading the company upon achieving its goal. The general manager represents the company organization.

Followed by administration executive, the administration manager which are responsible in the office affairs and needs. The administration manager also take cares of salary and employment of worker, sick leaves and other related documentations.

The marketing executies are responsible in marketing the company and its product. They will observe and study the market and sales and grab possible opportunies. They take cares of the advertising plan with proper marketing strategies.

Next, the operation executive will settle all problems related on how the company operates. He will allocate the most suitable supplier, make sure the company are well equipt and make sure the work flow and operational process flow smoothly.

Finally the financial executives will take care of all the cash flow and finacial transactions of the company. He keeps all the company's financial records such as cash books, creditors, invoices and company's account statements.

With the a reliable guideline provided we strongly believes that this business plan will be a very successful business plan.

INTRODUCTION

Marriage is one of the most precious moment in our life. Even within a month, millions of couples are getting married. Bridal service will be needed all through the year. However, is the service provided valuable? Was the existing service available satisfy the customers? After observing the bridal service around Kuching, we discovered a great business opportunity if we were about tooffer a Bridal Service.

We came up with the idea of opening a bridal house called the Inspire Cottage Bridal. We will offer a satisfaction guaranteed bridal service with a suitable pricing from a average income to expensive packages. By doing so, within 5 years we will win the market size of bridal service sales in Kuching.

NAME OF COMPANY

We name our company Inspire Cottage Bridal. Why Inspire Cottage? As we were about to offer a bridal service where two human beings wants to share their souls together, we would be very delighted to take part in helping them to starts their live together as soul mates. By offering perfect bridal services for these couples, we will get them their most treasurable moment they desire. We hope to inspire them in building a happy family till death tears them apart.

NATURE OF BUSINESS

Inspire Cottage Bridal is a bridal house that offers a complete set of wedding package. In this package we include wedding planner, wedding photography, fashion consultation, gown and garment rental and other services related to wedding. We also make car decoration for wedding in certain package and upon request. There are several photo session will be done outdoor and indoor in all our wedding packages.