

# *Adkhim Le Jewels*

Universiti Teknologi Mara ( UiTM )  
Cawangan Sungai Petani, Kedah

ETR 300

Prepared By :

Siti Faezah Isa ( 99025935 )  
Lina Hariza Abdul Kadir ( 99025583 )  
Marwanis Mansor ( 99025517 )  
Suria Sukma Wirdaningseh Sudirman  
( 99179515 )

Lectured By : Encik Mohd Shukor Hj. Mohd  
Yusoff

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## Synopsis

Adzhim Lé Jewels is a business which provide manufacturing, selling, buying and customizing jewellery services. Products are only based on gold. We have our own concept which will make our business attract more customers, and will evolve in the future. Our business's main element are gold and gems. A variety of jewellery will be provided based on the customers taste.

Our product is multicultural based because our product tends to satisfy the taste of any customer that is interested in our goods that follows the trends. Our business also includes customizing jewellery to what the customer desires. We formed a club which has the advantages to customers such as twenty percent discount for all of our products purchased except on special occasions. Besides, they can earn bonus points which they can collect to receive a "special gift" based on their points. Fifty Ringgit ( RM 50.00 ) is equivalent to one ( 1 ) bonus point.

Although our business is small, but we dare to explore new horizons in this type of venture. We have compiled our own strategy in competing with others. Nowadays the standard of living has increased, therefore our business provides advantages to make our customers happy and equal.

Adzhim Lé Jewels has a systematic management system. There are four managers in our company which can manage this business very effectively. The system includes General Manager, Administration Manager, Marketing Manager, Operations Manager, and Financial Manager which has their own responsibility to make our business expand and successful while facing the challenges that awaits them. The workers that we hire to assist and make our operation runs smoother.

The cost of making of Adzhim Lé Jewels a reality is RM514 408, and divided equity to RM248 000. The loan that was received RM187 000 and the hire purchase of a

car is RM 35,000. Further information and more specific revision can be referred to the Financial Department.

The conclusion, this business have it own special ways, and strategy to make the believe that dreams can come true.