

**UNIVERSITI TEKNOLOGI MARA
SUNGAI PETANI**

**ETR 300
BUSINESS PLAN**

KEDAI KONSEP RHYTHM

GROUP CODE : A08

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INTRODUCTION

Kedai Konsep Rhythm is one of the business that based on paper. The main activities are wholesaler and retailer paper. It is situated at no 20 , Jalan Sungai Petani, Kedah. According to the plan , we will start the business on January 2002.

The main purpose to our shop to joint the business is to sell the 'Rhythm product with the low price and available for customers and also very optimum quality. In Kedah, there only have two Kedai Konsep Rhythm that is at Kulim and Jitra. So our shop can add the number of Kedai Konsep Rhythm in Kedah. From that, we can attract customers to use Rhythm product and know the quality the Rhythm product.

In the world senario today, the growth in the educational institutions make the people need to use paper, books and stationery to satisfy their wants. So, we take this chance to be a wholesaler and retailer for Rhythm Consolidated Bhd

OBJECTIVE

By preparing the business plan, it supposed to give us an easy way to operate or manage our business. From that we also can study and evaluate the feasibility of the business. From the business plan, we can make sure the business is in efficient and systematic or otherwise.

We need to present our business planning when we need to apply the loan from bank or other financial institution. Besides that, the new entrepreneur can refer the business planning for their revision.

From the business planning, entrepreneur can know and imagine the risk and problem that will exist from the business and can know the business can compete with competitors or not. We also can estimate our profit or losses from the business. Lastly, business planning can give us more information about advantage and disadvantage from the business to the entrepreneur.