



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENEURSHIP ETR300**

FRAME STORE

PREPARED BY:

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FACULTY IN ACCOUNTANCY

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Shukri Azri b. Sulikin
2. Nor Hanani bt. Abu Bakar
3. Noor Shahida bt. Baharudin
4. Norliza bt. Abd. Satar
5. Wan Mashitah bt. Yusof

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

EXECUTIVE SUMMARY

Frame store is a business venture that owned by five aspiring Bumiputera entrepreneur. The venture of these business activities is producing frame based on woods, metals, aluminums or plastics and also selling ready-made frame.

Partnership is the formation of this project and the mission is to monopolize the North market and be acknowledged as responsible retailer and producer of innovation frame or woods product that give value for money. Short term and long term strategy have been prepared as a guideline to compete with the activity competitors that have established. Total contribution for this business is RM 300000. We have chosen the Perwira Affin Bank as our penal bank.

The business plan contains all information about the administration plan, marketing plan, production plan and financial plan forecasted. Partners are responsible to carry out their task. Job title of each partner can be shown below:

- | | | |
|------|---------------------------|------------------------|
| i. | Shukri Azri Bin Sulikin | General Manager |
| ii. | Nor Hanani Bt Abu Bakar | Administration Manager |
| iii. | Norliza Bt Abdul Satar | Production Manager |
| iv. | Noor Shahida Bt Baharudin | Financial Manager |
| v. | Wan Mashitah Bt Yusof | Marketing Manager |

The project located at NO. 8, Jalan Mawar 1, Aman Jaya, Sungai Petani and will be incorporated in 1st January 2003. The business will have their operation in double stores building that is contributed by general manager. Down stairs will be use for production department and upstairs will be the administration department.

The whole business operation will be running with the help of 5 workers where all of the workers work in production. All workers will be paid fixed salary every month.

MISSION OF ORGANIZATION

Objective

Objective is the short-term goal of the organization and is not easy to achieve it within short period. But we try to achieve the objective. Our organization objectives are based on the SMART concept.

- ✓ **S (Specific)** – The first objective that we try to achieve is we want to introduce our company to the public around Sungai Petani. Also we want gain the profit and take care the employee's welfare.
- ✓ **M (Measurable)** – The goal that our company expects to achieve is measure from a realizable source. Therefore it can really be achieve.
- ✓ **A (Achievable)** – We hope that in the first year or our operation we can get the return that at least can cover our investment. Also, we hope we can complete with the existing hardware company.
- ✓ **R (Realistic)** – We hope within 3 years our planning will be succeeded.
- ✓ **T (Timely)** – Every expectation of implementation are base on a good time due to a perfect timely.

We must always working together and build up strength in the company in order to achieve these goals. All members must do a lot of sacrifice and put a lot of afford to ensure our objective become true. We hope our customer's will satisfied with our products and services by using friendly approaches in our operations.

1) Mission Statement.

-To monopolize the North market and be acknowledge as a responsible producer of innovative decoration product that give value of money.

2) Short-term strategy.

-To increase sales of our product by carryings out aggressive promotion.
-To conduct market research and to ensure customers' satisfaction.
-To minimize our cost of production and all our workers are given training from time to times.

3) Long-term strategy.

-To enlarged the market in Malaysia.
-To capture the percentage of market by offering various frame products.
-To ensure our products get higher response and feedback from customers are solicited.
-Open up new branches in the whole states.
-To ensure our product is available at all times as demand is estimated to increase due to economic growth.

4) Organization strategy.

-Establish a structure that is well arranged, efficient and systematic to ensure the business operation runs smoothly.
-Continued improvement in quality of work and services, to ensure customers' satisfaction.
-Make sure good relationship exist between employer and employee.
-Always make sure and maintain goods relations with customers.