



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENEURSHIP ETR 300**

PUSAT MUZIK IRAMA

PREPARED BY:

NURUL NAIM B. MUHAMMAD	(99048810)
SYAHMI BIN HARUDIN	(99048881)
MOHD FARID B. MOHD NASIR	(99149119)
MOHD FARIS B. AZIZI	(99048716)
AZIZUL AZMI B. AZHAR	(99048556)

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PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

UNIVERSITI TEKNOLOGI MARA

Kampus Sungai Petani

Peti Surat 187

08400 Merbok

KEDAH DARUL AMAN

No. Fax: 04-4574355

No. Tel: 04-4571300

E-mail : art77@kedah.itm.edu.my

Surat Kami : 500-KDH(MEDC.15/2/1)

Tarikh :

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 dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam 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. NURUL NAIM B. MUHAMMAD.
2. SYAHMI BIN. HARUDIN.
3. MOHD FARID B. MOHD NASIR.
4. MOHD FARIZ B. AZIZI.
5. AZIZUL AZMI B. AZHAR.

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

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator

b.p. Provos

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EXECUTIVE SUMMARY

PUSAT MUZIK IRAMA is a firm that being establish on December 2002. It is being located at Pekan Baru, Sungai Petani. The idea for establishing this company come from five members top manager of this company, they are:

- NURUL NAIM B. MUHAMMAD - GENERAL MANAGER
- SYAHMI B. HARUDIN - ADMINISTRATION MANAGER
- MOHD FARIZ B. AZIZI - OPERATING MANAGER
- MOHD FARID B. MOHD NASIR - MARKETING MANAGER
- AZIZUL AZMI B. AZHAR - FINANCIAL MANAGER

This company has been registered under Partnership act 1965 as a partnership company and begin with capital of business that about RM 200 000 and its capital is raises from contributing by company members and also loan made from Maybank.

This company operates business like selling and servicing musical instruments. This business also offers music courses. The target market for this business is for the person in the age around eight till twenty and interested in music. According to our research this business has a clear prospects to develop and spread in the future cause of rising number of people interested in music and they are afford to learn music and buy musical instrument cause of high standard of living. Beside that there are only a few companies that involve in this business.

INTRODUCTION

In the millennium era and as a new business that being set up in the business world, we all agreed to choose “PUSAT MUZIK IRAMA” as our company’s name. Five members involve in formed up this company. The reason why we choose this name is to make public by nature know what type of our business and this indirectly can act as part of our business promotion. We also choose this name to show our company committed with this business and want to serve the best and excellent service to our customer.

We have agreed to operate our business at Pekan Baru, Sungai Petani, Kedah. The reason why we choose this location is because its very suitable place and from our research there is no other competitors at this place so, the chance for our business to develop is bright. These places also become our target market.

This company main business is selling musical instruments and services it, also serve musical courses. Beside that our business serve a service like sound and lightning stage installation and jamming studio. We are very positive in running this business because the demand for this business according to our research is rising and there is only a few company involve with this business. Our target market for general is for the people around the age of eight till twenty. For specified is for the student primary and secondary school at Sungai Petani and colleges such as Universiti Teknologi Mara (UiTM), Institut Kemahiran Mara (IKM) and Maktab Perguruan Sultan Abdul Halim (MPSAH).

●Our business parallel with the government objective to encourage more bumiputra involve in the world of business and serve a service that can benefits public. Therefore we predict that this business have a good potential to be successful in the future and also make a huge benefits for the company itself and other profits.