



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

**WARDAH ENTERPRISE
KHAT GALLERY TRADER**

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FACULTY IN PUBLIC ADMINISTRATION

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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. Suhaila bt Din (2001271281)
2. Siti Sarah bt Mohd Roseli (2001271800)
3. Siti Aaidah bt Md Yussof (2001270994)
4. Zuriyanti bt Md Yusof (2001271379)

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

With rapid the changes in Science and technology, the Islamic Art has been far left behind. For Wardah Enterprise it is specialized on trading on Islamic Art and Design that is khat. We run a business partnership business that is contributed by Suhaila bt Din as a General and Administration Manager, Siti Aaidah bt Md Yusof as an Operation Manager, Zuriyanti bt Md Yusof as a Marketing Manager and Siti Sarah bt Mohd Roseli as a Financial Manager.

Our business capital RM140, 000 each partner contribute RM25, 000 as the balance finance by Bank Islam. All partners has a good academic qualification and at about 4 years experience in working. We have three general workers that help us in running our business.

There are general factors that influence us to choose the location that is in Kompleks Star Parade in Alor Setar, which is the monthly rental cost of our office and gallery, is also RM2000. It located at the S-69 &70, 2nd Floor, Kompleks Star Parade, Jalan Teluk Wanjah, 05200 Alor Setar Kedah. So it is easily to the customer to find our business location. Besides that, there are many sufficient infrastructure and facilities provide in the area.

For administration plan we had decided to rents two lots for the business. These two lots are for office and our gallery to sell product. Administration plans also aims to manage all resources, try to receive sort and record the more information that we could have. Besides that is also to monitor and coordinate all business activities include the human resource activities.

In the marketing plan, we decide to do something power marketing strategy. There are signboard, business card, broacher, banner and also advertising to ensure the customer easily can contact us. Besides promoting it also provide the sales forecast for

INTRODUCTION OF THE BUSINESS

Wardah Enterprise,
S-69 & 70, 2nd Floor,
Kompleks Star Parade,
Jalan Teluk Wanjah,
05200 Alor Setar Kedah.

We are running a partnership business, which are owed by four shareholders. We are doing an Islamic gallery art that is Wardah Enterprise. Wardah Enterprise, which commences on 1 January 2005, is a business based on selling and trading khat. We choose to set up this business in Alor Setar.

Generally we choose to open the business to cater and fulfilling the needs of our customers by providing them with our products. We realized that there is no such business like us exists in the town. Our business is under the category of small sized business as we ordered the materials from the suppliers and we market the product by our self.

Based on our numerous research, we found that if we open this kinds of business, we will not facing many risk. Our business will sell and provide product to achieve customer's satisfaction that wanted a quality product. We hope that our business will run smoothly and get good feedback from the customers.

As we know nowadays, this business still monopolized by Pakistan, Indonesia, Brunei or others. So we ventured in this business as a reason to make a changes because we try to take a challenge to involve in this khat business, and that is how we was born.

As a Muslim entrepreneur, we realized that we must try to fulfill our 'ibadah' to nourish Islamic Art.

Wardah Enterprise... portrays of Islamic Art