



**UNIVERSITI TEKNOLOGI MARA**  
DIPLOMA IN HOTEL MANAGEMENT  
FACULTY OF HOTEL AND TOURISM MANAGEMENT

**ENTREPRENEURSHIP  
(ETR 300)**

*Sulaman Kreatif*



*Enterprise*

**SULAMAN KREATIF ENTERPRISE**

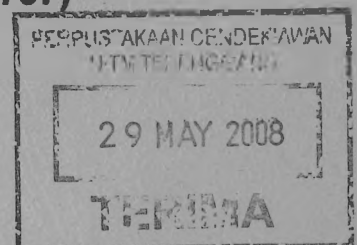
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WASSALAM.....

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## CHAPTER 1 : INTRODUCTION

"Sulaman Kreatif Enterprise" is the name of our company. We will start operate our business on 1<sup>st</sup> January 2009. Our business based on selling of already prepared traditional clothes and receive booking from guest. Our company permanent address is located in B10, 7B Lorong Pandan Damai, 2/1 Pusat Komersial, 25159 Kuantan, Pahang.

There are a variety of our product such as for women we have "Baju Kurung, Baju Kebaya, Baju Kurung Moden and others". We also produce product for men such as "Baju Melayu, Baju Batik, Baju Melayu Cekak Musang, Baju Melayu Johor and others." Our company also receives booking from guest that follows their design. They need to tell to us the characteristic that they want, and then we will sketch and try to sew the curtain follow the sketch.

Our company will take the high quality curtains and materials from Kelantan and Terengganu. Other than high quality product, the curtains and materials from Kelantan and Terengganu also cheaper than the other state. We can reduce our expenses and get more revenue from it. We will check our stock everyday and usually we will refill the stock once a month.

This company also will follow the trend of traditional clothes. As an example during "Hari Raya Aidilfitri 2008" people more willing to use "Kain Siang Malam" for traditional clothes. Year by year it will change and our company will try to follow the customer demand and try to fulfill their request.

Before we start this business at Kuantan we already make a research. The reason we open this business at Kuantan because Kuantan is the big city for Pahang. There are boutiques and sewing shop in Kuantan but it still not enough in fulfill the requirement of the resident. There also have a lot of bigger company

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