



# FUNDAMENTAL OF ENTREPRENEURSHIP ETR 300

WARISAN  
ART Gallery

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## WARISAN ART GALLERY

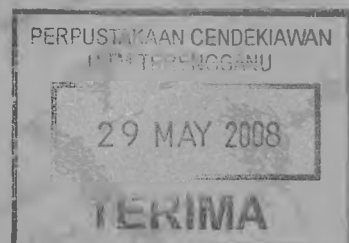
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah, all thanks and praise are due to الله and His beloved Muhammad s.a.w and upon his family for giving us strength toward completing this Business Plan Report.

This report is a description and illustration of the business planning in Warisan Art Gallery mostly focus on the value of art includes painting art and handicraft products.

The purpose of Warisan Art Gallery as a guideline for managing the proposed venture. This business also is prepared to initiate the company and also to allocate business resources effectively. While the main objectives of our business plan, Warisan Art Gallery is to make profit. Besides, we want to disclose Malaysian Art Heritage to the company and to increase the number of Bumiputera entrepreneurs.

Particularly, we would to take this opportunity to special thanks to our lecturer, Assoc. Prof. Norsidah bt. Ahmad for her invaluable effort to organize our business plan guidance and for all the support and encouragement due to the preparing our business plan.

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Thank you for everything.

## EXECUTIVE SUMMARY

Fundamental of Entrepreneurship is the subject for part 6 students Diploma in Foodservice Management under Faculty Hotel and Tourism Management. All students will learn the business plan to obtain knowledge and exposure to some of the basic techniques and tools to be an entrepreneur in managing their business.

Our company is Warisan Art Gallery focus on painting art and handicraft product. While practice this project, we faced many challenges and we try to solve the problem. In chapter 1, we started about the company background includes the purpose we built this business and also the partnership background.

In chapter 2, we covers the aspect of administrative plan includes our vision, mission and objectives of our company. This chapter also introduces manpower and their task and responsibilities in this company.

Chapter 3 cover about marketing plan. We present the type of product that we selling by our company to the customers. In this chapter, we focus on the population growth in our business area and also about the others company competitor

For the last chapter is about the operational plan. We identifying the step-by-step processes from beginning we handle the product until we provide to the customer. The process had been illustrated by using a flow chart. Before preparing this chart, we identify all the activities involve in our company.

For the conclusion to achieve this business, we follow the fundamental concepts and practice of the entrepreneurship. We focus on theories and practices that relevant to our company.

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