

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

TRADING OF BABY'S PRODUCTS

BABY'S DREAM SDN. BHD.

Bangunan Casa Limbong

Jalan Lebai Saras

24000 Kemaman Terengganu Darul Iman

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Baby's Dream Sdn.Bhd.:trading of baby's products / Norsyarinie
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TERIMA

CHAPTER 1 : INTRODUCTION

Our group has decided to make a business that related to baby's products. We offer baby's products that are different from the rest in terms of the shape, quality, interest, pricing and hygiene such as their clothing, bedding, infant furniture, baby gifts, toys, toiletries and feeding aids. Our company's name is Baby's Dream Sdn. Bhd. The location is at Bangunan Casa Limbong, Jalan Lebai Saras, 24000 Kemaman, Terengganu Darul Iman. There are five partners in our company. They are and Zarina binti Abdul Manap, Shazwani Aida Binti Mohamad Noor, Norsyarinie Binti Young Rockie, Nur Hasniza Binti Ibrahim and Nor Hijjatul Izni Binti Zulkefli,. We will start our business on January 2009.

There's a big fun-filled world out there for parents and babies to discover together. Baby's Dream products encourage parent-baby interaction by using music, nature, language and art in playful ways to entertain and engage. Our company knows that babies are naturally curious. Therefore all of our products are designed to encourage discovery and inspire new ways for parents and little ones to interact.

What makes Baby's Dream products unlike any other is that they are created from a baby's point-of-view and incorporate a unique combination of real world objects, music, language, poetry and nature which providing parents with tools to expose little ones to the world around them in playful and enriching ways. For more information or to sign up for our specialty retailer program, please visit www.baby's dream.com, or call us at 09-858 2877.

We believe that our company will have very good future prospects. Our targets five years from the date of business commencement, our company will be a well-known company around Malaysia. We will open our new company branches in five main cities such as Johor Bahru, Kuala Lumpur, Georgetown, Kuala Terengganu and Alor Star and in ten years then our company will expand our business by set up more branches at other states. In another 15 years we are planning to have new branches at foreign countries such as Singapore and Indonesia.

We choose the area because of the big population that can increase our supply. Next is the area has less competitors and there are no specific shops that sell baby's products. The area is also strategic which is located in the middle of the town and completed with the other facilities such as parking lot, restaurants, public transportations and mosque. Besides that, Kemaman is also known as focused point for shopping among customers, not only from local population but also from Kerteh and Paka.

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