



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

(BM119)

FUNDAMENTAL OF ENTREPRENUERSHIP

(ENT 300)

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SUBMISSION DATE

25 AUGUST 2015

NOVATEUR DRAWER BY DECOR&DECOR FURNITURE

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JBM1196B

NAME OF FACULTY

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Diploma In Banking

Faculty of Business Management

University of Technology Mara(Johor)

Lecturer,

Ms. Rosmah Binti Ismail/Abdul Ghani

Fundamental of Entreprenuership (ENT300)

University of Technology Mara (Johor)

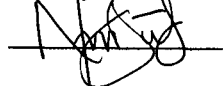
Ms,

SUBMISSION OF BUSINESS PLAN ENT (300)

Referring to the subject stated above we would like to submit the proposal of our project paper ENT 300 subject.

2. This business is focusing on selling Novatuer Drawer based on the customer demand.
3. We had put our best commitment to complete this business pelan according to the guideline and requirements given according to our subject syllabus. This business venture which covers administration, marketing, operation and financial aspects.
3. We hope that this business plan will success according to your satisfaction. Any mistakes or lacking in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank you,



(NURUL NABILA BINTI RASIN)

General Manager, Decor&Decor Furniture

EXECUTIVE SUMMARY

1.0 INTRODUCTION

□ **Name of the Company:** Decor & Decor Furniture

□ **Nature of Business:** Making innovative furniture that will provide many uses and space for customer to keep a lot of things.

□ **Industry profile:** Decor & Decor is a partnership business that consist six managers. Our business provide furniture that can suit every customer lifestyle with affordable prices and customer can come to our store to purchase our products.

□ **Location of the Business:** No 5, Jalan Kota Fesyen MiTC, 75450 Hang Tuah Jaya, Ayer Keroh, Melaka

□ **Date of the Business Commencement:** Our business will begin to operate on 25th January 2016.

□ **Factors in Selecting the Proposed Business:** We chose this business because it will generate profit besides furniture can be innovated with different kind of shapes and it will attract customer to purchase our products as we also offer affordable prices.

□ **Future Prospects of the Business:** Our business has a good future prospect, it is because our products are products that have been innovated which makes our products are different from other product. For this reason, our product can be highly demand since we are preparing new, unique and innovative product. In three years in the future, we are planning to expand our wings by opening several branches around Peninsular Malaysia. Plus, in five years in the future, our next goal is to have our own building and there will be more product created.