



Universiti Teknologi Mara Cawangan Kedah
Introduction To Entrepreneurship ETR300

Optical Centre

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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 dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN
Koordinator
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1.1 INTRODUCTION

We have on the whole agreed and decided to involve ourselves in this world of business which involves the sales of spectacles, contact lens, and sunglasses, computerized eyes testing and also fixing spectacles.

We got ourselves involved in this form of business, mainly due to the fact that we had high confidence that this business will be very profitable. This is because we feel that it is of human nature to always demand for something new. This is where we hope that our business will be able to fulfill the needs and wants of the society.

Nowadays, most of the optometrists are only involved by non-Muslims. So, we as Bumiputras hope that our business can emulate with non-Muslims and increase Bumiputra participation in this kind of business. Besides that, we also want to improve the quality of eye health vision care among the community surrounding by selling the cheaper goods and affordable reasonable prices. In order to sell in low price, that's why we need to reduce the overhead expenses.

Spectacles have many types of frames and lenses. Lenses, for example, there are glass and plastic where plastic is more expensive than glass. While the cost of the frame mostly depends on where they are made. The frame from Japan and Europe is normally more expensive than others.

From the competition perspective, we know that Bumiputras are the ones lagging behind in this business and this has only given us the extra drive to prove that we can succeed. The future prospect of this kind of market expanding is also high and with the added support from all departments especially government sectors, we hope to start up this business project soon.