



**Universiti Teknologi Mara Cawangan Kedah
Introduction To Entrepreneurship ETR300**

Ancient Healing & Pharmacy

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Sekian, terima kasih.

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INTRODUCTION OF BUSINESS

Ancient Healing and Pharmacy is established as a retailer and service business and its business transaction involve directly with the customers. Ancient Healing and Pharmacy is registered under the partnership agreement. We are encouraged to enter in this business because of the increasing population from time to time in our country. The date of our business operation is on 1 January 2004.

We choose this particular business name (Ancient Healing and Pharmacy) is because the word itself already shows and states the kind of business that is being carried on. The word 'Ancient Healing' represents the type or the product that we provide which is the traditional method of healing treatment. The traditional method is concern on using the natural herbs or product in three costumes. They are Malay traditional medications, Chinese traditional medications and Indian traditional medications. The word 'Pharmacy' shows that we also provide the modern medicines by guidance by the pharmacist. Besides we also provide the useful pamphlets about leading the healthy life.

Ancient Healing and Pharmacy is situated at No.24, Jalan Permatang Rawa, Bandar Perda, 14400 Bukit Mertajam, Pulau Pinang. This particular location is selected by considering of our target market, comprehensive infrastructure such as communication network, transportation, competitions and development of the area.

As our population increase, the need of medical product is also be increase. Furthermore, medicine has been our necessity from the ancient days until this millennium era. Based on this prospect we can see that our business have a very bright future.

We choose to enter this business for many reasons. Firstly, all of the partners have an interest in medicine and some of us have some experiences in dealing with medicine or pharmacy. Besides that, there are fewer competitors in our market. It is because we provide both ways of medication, which is a traditional and modern medication. However, our competitors are only providing either ancient treatment or modern treatment. Another factor influencing our choice is because there are a lot of distributors situated in Kedah and Penang. Lastly, this type of business has a wide range of market.