

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT900)

EMPIRE BRIDAL FANTASY

PREPARED BY:

DAYANG HAFSAH ABDUL NAIM	2007141187
NURAFZAH KASSIM	2007141283
NUUR FASHAH AFIQAH ISMAIL	2007141159
RACHEL CHERYLL ALFRED NADUS	2007141151
SYARIEZHAN SAMRY	2007141193

JULY-NOUEMBER 2010



EXECUTIVE SUMMARY

Empire Bridal Fantasy is a business that focusing on wedding services. The members of Empire Bridal Fantasy are Syariezhan Samry, Dayang Hassah Abdul Naim, Nuurfasihah Afiqah Ismail, Rachel Cheryll Alfred Nadus and also Norafzan Kassim.

We want to thank God for giving us strength in finishing this business proposal. After all the challenges that we had faced, this business proposal is finally make it to reality. This will not be happening if there is no cooperation among the entire group member.

Goat Buddy Enterprise is a business that focusing on wedding services. Our official and shop building is located in Wawasan Plaza Kota Kinabalu, Sabah.

Nowadays, day by day as we can see wedding services demanding are seriously increase in Malaysia especially around Sabah so that we take this advantages to build our business.

Realize or no, it's a matter for whoever who want to make a wedding ceremony. Again, everyone is having their own dream in order to make a wonderful yet amazing marriage ceremony for once in a life times.

In this matter, we hope that our business in wedding services can fulfill the dream of whoever will get marriage sooner. We also hope that our business will be a successful business so that it can inspire more wedding services to expand their business.



2.0 PURPOSE OF BUSINESS PLAN

2.1.1 The purpose of preparing this business plan are:

- 2.1.1 To provide a basis for evaluating and controlling the company's performance
- 2.1.2 To communicate a company's message to middle managers, outside directors, suppliers, lenders, and potential investors
- 2.1.3 To apply for loan or financing facilities from relevant financial institutions.
- 2.1.4 To set the goals and objectives for the company's performance
- 2.1.5 To know and estimate the costs and sales of our business.
- 2.1.6 To help and to train us to become more independent and know how to handle and deal especially making decision in the real world of business



3.0 COMPANY BACKGROUND

3.1 BUSINESS BACKGROUND

Name of Business	: EMPIRE BRIDAL FANTASY ENTERPRISE
Address	: MARA LOT 2-3-19B, Wawasan Plaza, Kota Kinabalu, Sabah.
Tel.No.	: Yet to be registered
Fax No.	: Yet to be registered
Form of Business	: Wedding Service
Main Activity	: Design our own wedding dresses
Date of Registration	: In progress
No. Of Registration	: In progress
Date of Commencement	: May 2011
Initial (own) Capital	: 10,000
Total Capital	: 50,000
Name of Bank	: Islam Bank



Objectives

- I To achieve high profit through give benefit to customer.
- li As one of entrepreneurs which can succeed in design and supply of wedding clothes.
- lii. Produce wedding clothes for all community level in high quality and give good services.

5.1 Address

Empire Bridal Fantasy
MARA LOT.2-3-19B
Wawasan Plaza
89207 Kota Kinabalu Sabah.

5.2 Location Plan

To setup our *boutique*, we choose to make it at Wawasan Plaza, Kota Kinabalu so it can make unproblematic for us to operate any works and to find the marketing.

. This shopping market is not far from the main road that make easy for us to find market to sell the product. Besides that, this location is easy to get manpower because it is central business and shopping area. Thus, there are not yet had a boutique especially for wedding clothes at the area. Additionally it can make easy for us to get raw material.