



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

NEFA BRIDAL BOUTIQUE PROPOSAL

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Introduction

NEFA Bridal Boutique is our company name. It's chosen and made from the name of partnership is this business. Which is N for Nannie, E for Ewenah, F for Fatin Liyana and A for Allyzana. Bridal Boutique is define as our business is concern more about wedding services and products and have own design on wedding gown that's based on modern and traditional stylish.

This boutique is lead by General Manager which is also the Administration Manager, Marketing Manager, Operational Manager, Designer, and staffs. Each of them has difference task and responsibility. Therefore, with had this person in business will manage this business proposal run systematically with the plan has been planned. We as a partnership in this business will give totally effort for make sure this business successful as our dreams will be come true.

As we all are women in this business partnership members, we decide to establish bridal boutique as our business as nowadays all ladies will become a bride, we want they have a sweet and lovely memorable that can be remember for their whole life with their partner. Bride and groom always want the best for their wedding. Therefore, we provide a services and products for fulfill their wants.

We all believe that our business will have festivity as Sabah nowadays the population are growing increase and the demands also will increase as possible. From that's way we will gain profits and will more expanding through in Sabah, Sarawak, and Peninsular Malaysia.



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1.0 Executive Summary

We want to thanks to God for giving us strength in finishing this business proposal. After all the challenges that we had faced, thus business proposal is finally make it to reality. This may not be happening or completed if there is no teamwork or cooperation among the members.

NEFA Bridal Boutique have a suitable place for run this business that will systematically to make this business gain profits. It's place of Harbour City Jalan Sembulan, Kota Kinabalu. Harbour City, under the Sembulan Renewal Scheme Phase III of Kota Kinabalu, is the new integrated mix commercial development that is sandwiched between Sembulan's water village and Kampung Air at the back and Kota Kinabalu & a busiest highway, Jalan Coastal at the front. Therefore, from this strategic place, it's easier for public can looking for our boutique, because of our boutique is near to main road of way to Putatan, Bandaraya Kota Kinabalu and also around by Sembulan. The development is named as Harbour City because of its proximity to Sutera Harbour Resort and overlooking the KK harbour and the South China Sea. Harbour City complex is lined with several local and regional home and eateries as well as coffee shops, a 24-hour 7-Eleven Convenience Store, Bee Kim Entertainment Centre, Bank Rakyat, Nursing Training School and several offices. Besides our boutique near to among several shop that's always people going by them, although they can easy to visit our boutique too anytime their have free time and at the same time they could passing the story about our boutique by mouth to mouth.

Nowadays, demanding of wedding services and products obviously increasing changing population in Sabah now, this is cause by increasing of population every year. Therefore, NEFA Bridal Boutique will always do to make our customer satisfied. This is because, a lot of people want to find a good quality product and also the service besides we are ready for handmade gown and we also design the dress based on customer needs to have their own design gown. Besides that's, we are also provides tuxedo for man. First of all, we are concerning about traditional and modern stylish dress to services and product to our customers.



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In this matter, NEFA Bridal Boutique hope that our business in wedding services and product on fulfill the dreams of everyone will get marriage soon. We also hope that our business will be successfully business in the beginning and will through the entire Malaysia and around world soon for more expanding.

