



UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300

DINNERWARE SHOP

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EXECUTIVE SUMMARY

Dinnerware Shop is a firm consist of 2 partners that carry on intermediate dinnerware that located in Penang.

- Main objective is to generate as many profit as we can.
- To break trough the dinnerware industry and capturing a large number of market shares.
- We expected that this business is profitable since the increase in standard of living of people in Malaysia.
- The price that we offer is suitable to all level of income. For intermediate income our product price is around RM50 to RM500 and for high income our product is around RM600 to RM 2000.
- Our location is part of our product positioning strategies at Gurney Plaza to create a good image from our target customers. All facilities needed were already there.

INTRODUCTION

Dinnerware set can be defined as a complete set of plates and dishes for a company at dinner or lunch. Nowadays almost every house has a set of dinnerware. There are a few of people now has made the dinnerware as a collection. This is because the dinnerware has it's own quality and value and can be keep to use when if there is any occasion like formal or informal occasion.

PURPOSE OF THE BUSINESS

Dinnerware Shop is set up to fulfil customer desire of having a dinnerware set.

The existence of Dinnerware Shop in this business is because of some reasons:

- There are a few competitors in this area.
- Dinnerware Shop selling intermediate and quality dinnerware set.
- It will create a healthy competitive environment among the company that selling dinnerware set.
- To the customers, they will have choices to choose the dinnerware that have good quality and they will satisfy.