



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

LEATHER HOUSE CREATIVE

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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 di kendalikan 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

MAZNAH WAN OMAR
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BUSINESS PLAN PURPOSE

The purpose of having business plan for our business "Leather House Creative" is to provide us a medium of resources that can be use as a reference and guidelines for operating our business activities. We can estimate demand of the customer toward our product. Besides that, whether the business has the global opportunity to expend in the future. By having this business plan, we can arrange strategies and estimate our future problems and business activities for the first years, to see if we can compete in the business environment.

Secondly, the purpose of the business plan is to provide a reference to the external parties such as supplier and inventors. This business plan show them the strength of our business so that we can have the opportunity to expend our business in the future and we have the ability to pay back any loan that we will be made.

Lastly, the business plan will act as are guidelines to us to start the business and run it in order to become among the Bumiputra's that are already involve in the business world.

EXECUTIVE SUMMARY

LEATHER HOUSE CREATIVE is a company that used leather to provide a business for public either man and woman. We will be operating on 1st January 2003. As a new company we believe that our business will face with many competitors. Therefore, we have made a research or studies about this business.

The business location that we choose is at Central Square the popular shopping complex at Sungai Petani. We choose this location because this place is the main attraction at Sungai Petani. We think that we can make more profit in this popular place.

To open this business we need capital about RM60,000 .Where it was contribute from every partner about RM60,000 we do not borrow money from bank because our business is new and we want to start from below.

Although there are many product made by leather in Malaysia, there are just a few company that a Bumiputra. But we believe that the person likes to try something new. Nowadays many people are now looking to item made by leather examples like wallet, shoes, jackets and many more. Our product also is a comfortable price and more cheap that other competitors.

As a conclusion we hope that our company, LEATHER HOUSE CREATIVE can compete with order that have establish in this leather industry.