



UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
ETR300

BABY GENIUS WORLD

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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 dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah :

1. ROHANI BINTI ABDULLAH
2. NORDALILAH BINTI HELMI
3. SHANIZAN BINTI MD. SOM.
4. HARYANTI BINTI AHMAD RAJUAN'
5. _____

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator
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INTRODUCTION.

The business.

Our business is registered by the name of “Baby Genius World” because by the word itself shows Malaysians nowadays have increase their intellectual and we also want to expand our business globally.

Type of Business.

Baby Genius World is established as product business and it business transaction involved directly from customers to our business centre. Baby Genius World is open in the role as a partnership business. We were encouraged to enter in this business because based on the increasing population from time to time in our country. We will operate our business on 1 January 2002 with opening capital RM290 054. We also make a loan from Bank Bumiputra Commerce. Each partner contribute the equity cash as follow:

Name of partners.	Position	Capital contribution.
Rohani Abdullah	General Manager-cum-Administration Manager.	RM 116021.60
Nordalilah Helmi	Marketing Manager	RM 58010.80
Haryanti Ahmad Raduan	Operational Manager	RM 58010.80
Shanizan Md Som	Financial Manager	RM 58010.80

Overview Of The Business.

Children is the most valuable gift from Allah S.W.T. Every single baby really need an attention, love and affillation from their parents. So to show how concern the parents would be, they can try to give their babies the best they can.

The existence of the Baby Genius World as an outlet in the middle of Alor Setar town can fulfill the needs and wants by the parents. Consequence of that people are busy with their current job and the increasing of the working mother, then it will put some fixed time to search for baby products and others also. Therefore the demand for the one-stop baby center is increasing because by having this service, the preparation will be easy and smooth to handle because our market segmentation that focus for a new born babies and for the babies up to age three. In fact, our location with is in City Plaza, Alor Setar is a strategic location completed with all facilities such as bank, bus stop, car parking lots, supermarket, restaurant, good telecommunication networking and near the main road.

Market demand on this business is high due to increasing in the married structure and also the increasing numbers of new born babies in our country. Baby Genius World believe that we will have a stable market for our business based on the data of population from Jabatan Perangkaan. A desire to have a special care for their babies also increase as the standard of living is also increasing from time to time.

We also had indentified our competitors such as City Point Supermarket, Baby & Kiddy, PTK, Star Parade, Sentosa and Pacific. By looking to this opportunity, Baby Genius World decided to involve and give a good competition in this industry.

As mention before, our main activities are provide baby products besides maternity wear and books. In our center management, we appointed 4 executive managers and 8 sub workers to manage this business. This outlet will open from 10 a.m to 10 p.m everyday. We have make some marketing strategy to compete with other competitors in Alor Setar area. The monopoly by non-Bumiputra and beat among Bumiputra challenge from our Prime Minister, Dato' Sri Dr. Mahathir Mohamad when he exclaims Bumiputra to involve in SMI.

We also choose Baby Genius World as our business because of it has good potential in future. For our long term plan that in 5 years to come we will open new branch outlet to expand our business that it will alligned with our objective to have a multi-wide or global business.