



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH**

**KAMPUS SUNGAI PETANI**

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**EXOTIC WATER PULLS  
EXCLUSIVE WATER PULLS**

**PREPARED BY:**

<b>SOBRIYAH BINTI YAACOB</b>	<b>98566986</b>
<b>SHARINA BINTI MD NASIR</b>	<b>98556937</b>
<b>NORZAIHAN BINTI MD ZAINI</b>	<b>99144977</b>
<b>SHANORHIJAS BINTI MOHD SHARIF</b>	<b>99006824</b>
<b>MAIZATUL ASMA BINTI ABDUL RAHIM</b>	<b>99398453</b>

# CONTENT

<i>MEDEC LETTER</i>	
<i>PICTURE OF PARTNERSHIP</i>	<i>II</i>
<b><i>SUBMIT LETTER</i></b>	<b><i>III</i></b>
<i>ACKNOWLEDBEMENT</i>	<i>IV-V</i>
<i>CONTRACT OF AGREEMENT</i>	<i>VI-VIII</i>
<i>LOAN APPLICATION LETTER</i>	
<i>EXECUTIVE SUMMARY</i>	<i>X</i>
 <i>INTRODUCTION</i>	 <i>1-2</i>
<i>PURPOSE</i>	<i>3</i>
<i>BUSINESS BACKGROUND</i>	<i>4</i>
<i>PARTNERSHIP BACKGROUND</i>	<i>5-9</i>
<i>LOCATION AND PHYSICAL FACILITIES</i>	<i>10-19</i>
<i>COMPANY LOGO</i>	<i>20-21</i>
<i>ADMINISTRATION PLAN</i>	<i>22-44</i>
<i>MARKETING PLAN</i>	<i>45-64</i>
<i>OPERATION PLAN</i>	<i>65-84</i>
<i>FINANCIAL PLAN</i>	<i>85-98</i>



Surat Kami : 500-KDH (MEDEC. 15/2/1)  
Tarikh : 27 November 2001

---

**KOORDINATOR MEDEC**

---

UiTM Kampus Sg. Petani  
Peti Surat 187  
08400 Merbok  
Kedah Darul Aman.

Tel : 04-4571300 ext 1095  
Fax : 04-4574355

**KEPADA SESIAPA 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 Usahwanan 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. SOBRIYAH YACOB
2. MAIZATUL ASMA ABD RAHIM
3. SHAHNORHJAS SHARIF
4. SHARINA MD NASIR
5. NORZAIHAN ZAINI

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**  
**Koordinator Medec**

b.p Provos

## **EXECUTIVE SUMMARY**

Exotic Water pull is a firm consist five partners that carry an exclusive water pull business that located in Island Pearl, Penang Malaysia.

- Our main objective is to generate as much wealth as we can.
- To break through the exclusive water pull industry and capturing large number of market shares.
- We expected that this business is profitable since the increase in standard of living of people in Malaysia especially Penang.
- The products we offer is water pull that designed antique and unique with minimum price RM 139.
- The water pull is imported from Perak.
- Our location is part of our product positioning strategies, at Plaza Gurney is to create a good image from our target customers. All facilities needed were already there at both locations.

## **INTRODUCTION**

### **ABOUT THE MEMBERS**

Exotic Water Pulls is a professionally managed partnership firm consisting of five members who carry out a business in exclusive furniture. The firm is under the leadership of a General Manager, Ms. Sobriyah Yaacob. Ms. Shanorhijas Mohd Sharif as a Financial Manager will manage the budget wisely. As a Operation Manager, Ms. Maizatul Asma Abd.Rahim believes in quality as well as design excellence in our products. The philosophies of taking into account our client's needs help the management to focus into niche markets regionally. The management outlook is progressive and the firm is currently expanding our product range as well as market channel and Ms. Norzaihan Md. Zaini will do that task. Ms. Sharina Md. Nasir heads the marketing department and she will spearhead the marketing efforts of the company.

We choose the name Exotic Water Pull because it means anything that very unusual or remarkable. Exotic means, anomalous or extraordinary. Our missions are to introduce a new concept of water pull, which is different and have their own characteristic from other water pull.

### **BUSINESS PROFILE**

Exotic Water Pull is incorporated on 20<sup>th</sup> July 2003. The office is located on 3<sup>rd</sup> floor in Plaza Gurney. This venture is form to earn profit in its business, which is trading in exclusive water pull. It seems to be a profitable business after a sound analysis of our targeted customer. Such a price for water pull with its minimum price of RM 139 will only suited to the middle and higher income group. That is why we choose an urban area to run our business.