



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

**KIRANA BRIDAL HOUSE**

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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.

Salah satu daripada syarat didalam 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. Nordiana bt Nordin (2001270930)
2. Zuraida bt Ghazali (2001271507)
3. Noor Maniza bt Abd Razak (2001271473)
4. Mashitah bt Abd Halim (2001271441)
5. Siti Safura bt Noor Sah (2001271308)

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 Pengarah

# **INTRODUCTION**

Kirana Bridal House is the name of our business. This is to identify our business activities which involved in the bridal fashion and wedding planner. Kirana is a Malay word, which refers to something beautiful, perfect and nice.

Our major activity is wedding planner. We provide several types of up to date collection that include ready-made bridal suit for both man and woman. We also provide other product such as “bunga telur” and service such as make-up and “pelamin”.

Basically, a business idea starts with an opportunity. A business opportunity exists when there are demand for new of bridal fashion and for more style.

Moreover, we choose this business because there is high demand in this product name Citra Ayu in Sg. Nibong, Penang. Although there exists several competitors at that area, it will increase our motivation to compete in the business. Therefore, we always try to make our product more attractive.

Furthermore, the bridal collection market is the most exciting and fastest growing market. Consumers will always look for nice bridal suit and not hesitate to buy the product.

## **EXECUTIVE SUMMARY**

Kirana Bridal House is specialized a product and services of Bridal. This business is contributed by Zuraida Bt. Ghazali as the General Manager, Noor Maniza Bt. Abd. Razak as Administration Manager, Siti Safura Bt. Noorsah as the Operational Manager, NorDiana Bt. Nordin as the Marketing Manager and Mashitah Abd. Halim as a Financial Manager. All the partners have a good academic qualification and experience in working environment.

Our business capital is RM175 000. The capital contributed by the all partners is RM150 000. The contribution from the General Manager is RM38 000. Whereas the every other partner contributes RM 28 000 each. The other RM 25 000 comes from the loan that will be applied from Bank Islam. The business will be started at 1<sup>st</sup> January 2005.

The business location of Kirana Bridal House is situated at no B-01-15 Krystal Point II, 303 Jln. Sultan Azlan Shah, 11900 Sg. Nibong, Penang. The factors that influence us to choose this location is near to our target market, have a comprehensive infrastructures, security, competition, industrialization and development of this area.

Administration Department will monitor and coordinate all business activities especially in the human resource matter such recruitments, working hour, remuneration and incentives. Besides that is also leadership to all departments.