



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

**MARRIAGE GUIDANCE
(IXORA BRIDAL HOUSE SDN BHD)**

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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. Noor Azmeen bt. Azlan
2. Nik Manjawangi bt. Che Nik
3. Astuti bt. Nordin
4. Azura bt. Ahmad
5. Juliana bt. Ibrahim

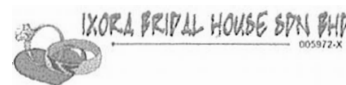
Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

INTRODUCTION



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INTRODUCTION

Our company is registered as **IXORA BRIDAL HOUSE SDN. BHD.** And it is a partnership company whereby it is managed by 5 of the executives. The word it self shows that the Malaysians nowadays have increase their intellectual and more particular about the wedding preparation matters and we also want to expand our business not only to Malays but also to all races available in this country.

IXORA BRIDAL HOUSE SDN. BHD. Is established as a service business and its business transaction involved directly from customers to our business center. **IXORA BRIDAL HOUSE** is open in the role as a partnership business and we were encourage t enter this business because based on the increasing number of marriage form time to time.

The effective of the operating date is on 1st January 2003 with opening capital of RM200, 000. Each partner contributes the equity cash as follows: -

Name of Partners	Position	Capital Contribute
NOOR AZMEEN AZLAN	General Manager	RM40, 000
NIK MANJAWANGI CHE NIK	Admin. Executive	RM40, 000
AZURA AHMAD	Marketing Executive	RM40, 000
JULIANA IBRAHIM	Operational Executive	RM40, 000
ASTUTI NORDIN	Financial Executive	RM40, 000

EXECUTIVE SUMMARY

Ixora Bridal House Sdn. Bhd. is specialized on services. We run this outlet as a limited corporation company, which consist of Noor Azmeen Azlan as the General Manager and act as the counselor who deals with marriage problem, Nik Manjawangi Che Nik who is the Administration Executive and also the advisory of the wedding costumes for our outlet.

While Azura Ahmad is the Marketing Executive who is in charged in the wedding decoration or well known as 'hantaran' and ' bunga telur' , Juliana Ibrahim as the Operational Executive and she is the one who act as the wedding planner in our business and lastly Astuti Nordin as the Financial Executive who is in charged as the make-up consultant.

Every partner has contributed RM40, 000 as the capital to the business where the total amount will come about RM200, 000. Another RM 50,000 we will finance it from Bank Muamalat. Every partner has a good qualification background have some working experience related to their post and the most important thing is that all of the partners love to deals with Marriage matters examples wedding costumes, wedding planning and so on.

Our motto is EXPRESSION OF LOVE FROM US TO YOU means that we express our love through our services and as usual our customers are mainly couple who probably is in love and is in the planning to get married. So we give our love, which is through our services to them who are in love. We have a driver, 2 clerks, and a sub-worker who will help us in running the business.

Our business is located at 48, Jalan Shahab 6, Shahab Perdana, 05150, Alor Setar, Kedah. We choose this place base on several factors, which are mainly about transportation facilities, water and electricity facilities, the surrounding area, competitors, strategic area and infrastructure.