



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENEURSHIP ETR300

BORNEO GALLERY

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INTRODUCTION

We as a partnership business start our business by naming it as **BORNEO GALLERY**. From the name itself, we actually perform ourselves to come out with the products (especially handicraft) and cultural from Borneo Island but based on Sabah and Sarawak only.

Our business is situated at a shopping complex and the address is:

Lot B-02-010, B-02-011, B-02-012,
One Stop Midland Park,
Jalan Burmah,
10350, PENANG.

We choose this location because of its potential to market our business. The surrounding and facilities is comfortable and available. The main factors of this strategic location are:

1. Infrastructure facilities are complete such as water, electricity, transportation, telecommunication, parking area and road.
11. The population in this area is large. This area also the lived by moderate and high standard living people which suitable for our market.
111. This location is most popular and attracted among local and foreign tourist. In addition, beside this shopping complex there is a hotel name Hotel Berjaya.

Borneo Gallery rented 3 lots shops at the One Stop Medical Park. 2 lots of approximately 16 square metres are used as a showroom while the other lot of 4 square metres is for an office. Rental value for this whole lots is RM 3,000 per month.

We will operate our business on 1 January 2005 with opening capital RM 194,200. We also make a loan from AFFIN BANK with the amount of RM 80,000. Each partner contribute equity in term of cash as follows:

NAME OF PARTNERS	POSITION	CAPITAL CONTRIBUTION (RM)
MIZAN ADILAH BT YAHAYA	GENERAL MANAGER	45,680
FAIRUS HANIZAN BT ZAINUDIN	OPERATIONAL MANAGER	22,840
AFIFAH BT MUHD RIVAI	MARKETING MANAGER	22,840
AYUNIZA SUHANA BT YUSOF	FINANCIAL MANAGER	22,840

VISION

- ⊖ To help the development and enhancement of the handicraft industry in Sabah and Sarawak as well as introduce their unique cultural to the world.

MISSION

- ⊖ To provide a quality and unique handicraft from Borneo Island.
- ⊖ To fulfill the demand of Borneo's handicraft which keep increasing between the Malaysian and foreigners.

OBJECTIVES

➤ **SHORT-TERM OBJECTIVES**

1. To expose the handicraft industry especially from Borneo Island to Peninsular Malaysia.

- ii. To provide something unique in handicraft industry that is different from what is commonly seen in Peninsular Malaysia.
- iii. To provide a job opportunity.
- iv. To help Tourism Department due to introduce Borneo's cultural to local tourists and outsiders.
- v. To supply such materials for interior design.

➤ LONG-TERM OBJECTIVES

- i. To open a branches in Peninsular Malaysia especially in a big city.
- ii. To be the main supplier of handicraft from Borneo.
- iii. To be part of an agent in Tourism Development Corporation (TDC) in order to develop Borneo's cultural.