



اَوْنِبُوْرَسِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN
RESOURCE MANAGEMENT**

COURSE CODE:

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

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I would like to thanks to my parent for the moral support and provide equipment that I need along my online learning this semester. And lastly I would like to thanks to my classmates for giving me support and share their knowledge with me about this assignment.

Executive Summary

Pintar Bookstore is a business that its main item is books. It provides books that are suitable for all ages. Pintar Bookstore started its business in April 2021 with the objective of making Malaysian people full of knowledge. Even with their hobbies such as playing games, taking pictures, or collecting stamps, we still want them to be knowledgeable citizens and care about current issues.

Our items are long-lasting, so we have a daily cleaning of our items. For every purchase above RM50, we give a free gift, which is a bookmark. We must make our shop look special so that it would attract the customer.

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INTRODUCTION OF BUSINESS

Pintar Bookstore is a business that focus on selling books. But we also sell by-products such as stationery and paper.. Pintar Bookstore selling many types of books from exercise books for school students and another book such as fiction books and non fiction books. We also offer the best price that we could so that the customer will feel satisfied with our products. Pintar Bookstore collect books from supplier and sell it direct to customers in our shop. We surely make research about the books that we want to sell to make sure it is safe and in good condition to sell it in our shop.

Pintar Bookstore is owned by a young man which is me, Muhd Asyraf bin Ismail. My business is located at Kampung Jiboi, Ampangan Negeri Sembilan. Pintar Bookstore operate in small shop which is rented cheaply. So it is not a big deal about the rent for me. We also provide online business which we use Facebook and Whatsapp as the platform for our communication with customers. Pintar Bookstore is started because I really love books since kid, and then when I grew up, I noticed that people are more spend their time with their gadget. From there, I decided to started a bookshop business to make the books still alive and relevant.

Pintar Bookstore has their targets. The target are all people from all ages. Books is for all. That's why we provide books that is suitable for each age. So the progress of learning and reading become more effectively, especially for kid and teenagers. Customers who want to buy books surely can come to our shop, because I believe most of the readers need to look, touch and smell the books. We must treat them nicely so that they will feel comfortable.