



UNIVERSITI TEKNOLOGI MARA (UiTM) SARAWAK

**DIPLOMA PENGURUSAN DAN TEKNOLOGI PEJABAT
(BM118)**

**FUNDAMENTALS OF ENTERPRENEURSHIP
(ENT300)**

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2.0 Acknowledgement

First, we would like to thank you to Allah the Al-Mighty because we have finish and clearly our business plan. In our effort to prepare this business plan, we have gained an invaluable experience and were able to explore the full potential of our capabilities. We hope this business plan will enhance our understandings in entrepreneur field thus further boost our future career development.

For nowadays, to entering new areas of perspective after graduates, is important phase to be aware and learned. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative business people. This business plan can be effectively used for those who like to create a new business or to the new entrepreneur.

Of course we cannot deny the risks that we had faced and many obstacles and problem in order to finish up this project. However, from tolerance and responsibility from each members with high effort and plus, advises and encouragement from many parties especially our lecturer Encik Abang Sulaiman bin Abang Naim, here now we present this project with success and well completed.

Finally, hopefully that this business plans proposal will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process management.

Thank You.

4.0 Executive Summary

Our company name is NAFAS Studio. The business has been decided in the form of partnership. Each of us has contribution certain amount of capital as agreed in our agreement. Our main business activity is to provide handicraft style which is nearby to the. We will provide our shop at Level 2, Lot 5358 Fasa 25, Jalan Datuk Mohd Musa, Taman Desa Ilmu, Sarawak, 94300 Kota Samarahan and our business will be commence by 1st January 2014.

All five of us have agreed to participate in all business management that we will establish that is Alya Farah Nadya binti Rosli as General Manager, Azah binti Ali as Marketing Manager, Farhani binti Abdul Rani as Financial Manager, Nurnabihah Daud as Operation Manager and Sayyidah Nafisah bt Joblee as Administration Manager.

5.4 Nature of business

Our business is being form by partnership entity. We are choosing this business and we are the only who will provide them with many services in photography. We have low competition from others. At the same time, we can challenges our ability and skills from our educational qualifications, which make it suitable for us to enter this business.

As our company selected in providing photography services, we want to show to the customers that we are having better services and can provide a high quality services in these days. This is because in this economic challenge, we still providing a great quality services without just taking advantages on gaining profits only.

In our organization, we believe that co-operation; sincerity, punctuality, efficiency, creativity, trustworthy, tolerance, respect, and innovativeness will guide us in our day to day life and directly will help us to motivate our self towards achieving our goals.

Referring to company's mission and vision, we really hope that people recognize us as one of the best studio photography services among others, a part of achieving high profits in 5 years' time of operation.