



# DECO LIGHTING STORE



## **DECO LIGHTING STORE**

No. 17, Tabuan Heights Commercial Centre,  
Jalan Song, 93350 Kuching, Sarawak.

PREPARED BY:  
ABANG MOHD HARRISHAM  
MOHD ALFIAN BIN ASRIN  
CYNTHIA SUMAM d/o K.GOBI  
NORHATINI BINTI IBRAHIM  
VYNER ak MAI

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## **EXECUTIVE SUMMARY**

Deco Lighting Store is a proposed name for our business as we are selling general lighting equipments and household lighting decorations. We had chosen partnership as form of our business entities. We have Abg. Mohd Harrisham, myself as a **General Manager**, Mohd Alfian as **Administration Manager**, Cynthia Sumam as a **Marketing Manager**, Vyner as our **Operation Manger** and lastly Norhatini as our **Financial Manager**. We all had work hard to set up this business plan as best as we could and we believe this business plan might be useful to us to run such a business. After preparing this whole set of business plan, we believe that we will be able to succeed in this business according to the plan that we do. It is based on the profitability ratios which are shown that our business is capable to make profit exactly.

Besides that, if we are able to manage our company every year, we will able to achieve our company objectives. We also will be able to achieve our vision statement that is to be one of the best company that selling lighting devices in Kuching especially in Tabuan area.



## **I. INTRODUCTION**

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### **1.1 NAME OF THE BUSINESS**

We had given our business outlet name as '**DECO LIGHTING STORE**' as the provider for any kinds of decoration lighting devices and goods. We choose the word '*deco*' which means decoration that reflects the environment of our business. We offer a better quality of lighting devices as well as the services to our customers. The concept of the business is to sell good product and give excellent services to satisfy our customer need.

### **1.2 NATURE OF THE BUSINESS**

Our business is based on product accompanied by services. The major operation of the business is to sell our lighting goods. But at the same time, we offer our customers with services such that free installation of the products that have been purchased by the customers. Therefore, we are not only selling our products, but also giving services to our customers. In our business we agreed to choose partnership as form of our business entities.

## INTRODUCTION TO THE ADMINISTRATION OF DECO LIGHTING STORE

In this section, we will show and explain on the administrative functions, tasks, and any related matters. This is very important because it can be used as our guideline so that all the activities will be consistent.

### 6.1 COMPANY'S MISSION

The mission of our business is to ensure the higher profit for the company.

- ◆ To meet the demand of customers in order to fulfill domestic demand.
- ◆ To give satisfaction to customers includes our facilities and personal.
- ◆ To be a market leader in the production and distribution of '*Home Lighting Store*' in the city within 5 years.
- ◆ Source of income for the employer and the employee.
- ◆ To provide the community with comfortable, friendly and a higher quality products in the city.
- ◆ To serve them with the best services.

### 6.2 COMPANY'S GOALS

Our company's goals are as follow:

- ◆ To be a reputable '*Home Lighting Store*' producer in the region and serve the needs of the global community with a good services.
- ◆ To create a conducive workplace environment.
- ◆ Improve business achievement and management system from time to time.
- ◆ To earn profit by legitimate ways and approved by religion.
- ◆ To plan and implement efficient and effective administration system.