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**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)**



*DESIRE*

*BRIDAL*

**BUSINESS PROPOSAL**

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**07 APRIL 2006**

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## ***Executive Summary***

Our company name is *Desire Bridal Collection*. The business is in the form of partnership, which is consisting of four members. Each partner contributes certain amounts of cash as agreed in our agreement. Our main business actively is to provide high wedding collection. Our business is operated in Desa Ilmu, Kota Samarahan.

All partners are entitling in the business management. We have agreed that **Clint Caesar Ak. Jingga** is our **General Manager** or the **Administration Manager**, **Mohd Dohan B. Wahid** is the **Marketing Manager**, **Nora Asikin Bt Haris** is the **Operational Manager** and **Norazeana Bt Montong** is **Financial Manager**.

The management is lead by general manager and assist by other manager. The general manager is responsible in controlling, leading, organizing, and planning entire business. Administration manager is responsible for the entire job related to the office administration. The marketing manager is responsible in preparing marketing plan. This includes identifying the target market share. Develop sales forecast and develop the marketing strategies. The operation of the business will be monitor or control by the operational manager. All workers that work in our company are under operational manager. The financial manager will responsible in the financial matter such as preparing budget, and financial statement for each department expenses.

## ***Introduction of Administration***

Administration plan is a specific planning that will ensure the business ~~is~~ run systematically, smoothly and efficiently in order to become the good organization and at it time able to compete in the market that is very competitive. Through the administration plan, it can help us to manage the business more efficiently. In order to achieve this, the member of the organization must responsible to in the strategy of management.

It also has to come with the goal principle and techniques in order to achieve the target goal. The most important aspect in management is that the effectiveness and efficiency of the company is being put as one of the most important goal to achieve besides gaining profit for the company.

The effectiveness and efficiency in the administration will ensure our company running smoothly and at the same time manage to cooperate with other department that is marketing, financial and operational. So by this the organizational will able to achieve their goal and objective on time.

Administration also important as the field to control the work flow among the worker in each unit. Administration also plan all the necessary aspect of the business including assuring the location of the officer and services operation and its equipment whether sufficient for shareholder and clients as well as the necessities needed by the company. It is also the main units in dividing the salary among the worker according to the availability of the company.

Without administration plan there is difficult to the organization have the proper target in manage their business. It is because the administration is the important element in business planning. If it is being ignored, the organization planning, structure and goals will cause a failure. Administration plays a big role in determining the efficiency and

## ***Introduction***

Marketing is the process of the exchange activity that takes place between a business entity and its customers. The customers refer to the person or individuals, business entities that are the wholesalers and retailers. The support organization likes government agencies and banks the customers. Marketing is an essential part in the business management as it purposely happened in the business to get the optimum profit. The crucial part is to produce and offer a product or services that can satisfy the targeted customer needs and importantly will effect increasing to maximize the profit.

Marketing is activities that are carry out systematically to encourage and increase sale of product or services as long as are activities are line with religion and ethical practices. Marketing also can be define as a social and managerial process which individuals and group obtain what they need and want through creating exchanging products and values with others.

The marketing plan for our business is to get maximum profit. Through this, we will know detail about our business either we will get profit or loss from the year to year. Through marketing plan also, we will be able to identify the best approach that is suitable and sufficient to increase the sells.

Marketing is the most important part of the business. The demand of the service or the product depend on how effective the marketing being done.