

FACULTY OF ARCHITECTURE, PLANNING AND SURVEY

ETR300

FUNDAMENTAL OF ENTREPRENEURSHIP

ASPHALT THERMOS SDN. BHD



SS 27/5, KAWASAN INDUSTRI SHAH ALAM,
45000 SHAH ALAM,
SELANGOR DARUL EHSAN

TO PRODUCE AND SELL ADJUSTABLE THERMOS

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FOR:-
MOHAMED HUSNY BASIR

OCTOBER 2005

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17 OCTOBER 2005

Mr Mohamed Husny B Basir,
Malaysian Entrepreneurship Development Centre (MEDEC)
Mara University Of Technology,
Shah Alam,
Selangor Darul Ehsan,

Dear Sir,

SUBMISSION OF BUSINESS PLAN

We are pleased here to submit herewith the Business Plan of Asphalt Thermos Sbn. Bhd. in compliance with the requirement of ETR 300 (Fundamental of Entrepreneurship). We hope that our business plan is sufficient and complete and hope that you can give us a good grade.

Please do not hesitate to contact the undersigned if you require further information on the project paper.

Thank you,

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(MUHD NUSSER B SAID)
MANAGER



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ACKNOWLEDGEMENT

“ In the name of Allah “ the most merciful and the gracious. Alhamdulillah, with the infinite mercy from Almighty Allah S.W.T., my friends and I have able to complete this business plan task that is required by the subject of Entrepreneurship (ETR 300). Looking back at this complete business plan, we begin to understand the reason of this task is compulsory for each student. It is more than just the physical being of the business plan, it is the strength of our spirit, member’s determination, dedication, and professionalism, integrity, and unity that make this business plan come real. We take this opportunity to express my sincere appreciation to those who are responsible in helping us to make this task complete, possible and successfully. Thank you to entire lecturer who have been very supportive and guide us with their knowledge and information. En Mohamed Husny Bin Basir who feed us with the ETR 300 theories, friends who are very co-operative and work hard to make sure this business plan real with unfailing unity and determination.

That’s all, thank you.



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SECTION 1

EXECUTIVE SUMMARY

Name of company : ASHPALT THERMOS SDN. BHD.

Nature of business : PRODUCE AND SELL ADJUSTABLE THERMOS

Industry profile : Area background

We choose section 27 as the center of our business because these area have many facilities and strategic for our factory. There also many labors that we can find and cheaper from other places. There is also many shop that used to sell product like our thermos near our factory so we can distribute our product easier.

Location of the business : Section 27 Shah Alam

Date of business commencement : The company will be launched at the early of December 2005

Factors in selecting the purposed business : This Thermos is more interesting because of its multipurpose use. It can be used anywhere and by various people. Then, there is certain people that have high demand to buy this thermos because of its good quality and futuristic design. Thirdly, our company can get high profit from this thermos sells. Lastly, this is low risk Thermos because of its cost of installation and the raw material are more cheaper.

Future prospects of the business : We choose this type of business because we find that it has a very big potential to grow up and make big profit. We grab this opportunity after making analysis on market in Malaysia. Stepping in the new era, the company will allocate the high demand of the customer. We hope that we can open branches at all over the world.