



MARA UNIVERSITY OF TECHNOLOGY

FACULTY OF CIVIL ENGINEERING

IMPIANA HOME DESIGN SDN. BHD

# IMPIANA



# D.E.S.I.G.N

PREPARED FOR:  
ENCIK SARIDAN ABU BAKAR  
PROF. MADYA ROSLAN BIN ZAINAL ABIDIN

PREPARED BY:

WAN ROSMAWATI BT WAN AWANG	98128937
SITI NOR AINI BT. KADIM	99140447
WAN ILYANI BT. WAN ZAKARIA	99076750
MOHAMAD HAFIZ B. JAMEN	99076631
WAN AHMAD WARDI B. WAN HASSAN	99076743

DIPLOMA IN CIVIL ENGINEERING  
(CONSTRUCTION)

INTERIOR  
DESIGN  
(INT)



## TABLE OF CONTENT

<b>INTRODUCTION</b>	<b>1-22</b>
<b>ADMINISTRATION PLAN</b>	<b>22-36</b>
<b>OPERATION PLAN</b>	<b>36-50</b>
<b>MARKETING PLAN</b>	<b>51-75</b>
<b>FINANCIAL PLAN</b>	<b>76-89</b>
<b>APPENDIX</b>	
<b>SUMMARY</b>	

## ACKNOWLEDGEMENT

First and foremost, all of the shareholders of this company; **IMPIANA HOME DESIGN SDN. BHD.** is pleased to thank and say our appreciation for **PROF. MADYA ENCIK ROSLAN BIN ZAINAL ABIDIN** and **ENCIK SARIDAN BIN ABU BAKAR** for all the lesson and experiences given to us in preparing our business proposal.

Also a special thanks to the companies that give information and co-operation to us about the interior design business especially to **SYARIKAT PEMBINAAN SEMPURNA SDN. BHD.** that located at PKNS Shah Alam. Not forget also to individuals that give ideas and opinion to our business proposal especially the members of this group.

Thank you.

→**WAN ROSMAWATI BINTI WAN AWANG**

→**SITI NOR AINI BINTI KADIM**

→**WAN ILYANI BINTI WAN ZAKARIA**

→**MOHAMAD HAFIZ BIN JAMEN**

→**WAN AHMAD WARDI BIN WAN HASSAN**

DIPLOMA IN CIVIL ENGINEERING (CONSTRUCTION)

PART 06

UNIVERSITY TECHNOLOGY MARA

40000 SHAH ALAM

SELANGOR DARUL EHSAN

27 FEBRUARY 2002

PROF. MADYA ROSLAN BIN ZAINAL ABIDIN

ENCIK SARIDAN BIN ABU BAKAR

LECTURER IN ETR300

UNIVERSITY TECHNOLOGY MARA

40000 SHAH ALAM

SELANGOR DARUL EHSAN

Sir,

**SUBMISSION OF BUSINESS PROPOSAL**

Refer to the subject above, we were submitted the Business Proposal as a final process in preparing the business project. The business that we choose is Interior Design. This company is organized by five (5) graduated student from University Technology Mara. Our company

name is IMPIANA HOME DESIGN SDN.BHD. The location that we choose to start the business is at:

- Lot 2-12, 2thfloor,  
Plaza Alam Sentral, Jalan Masjid,  
Seksyen 14, Shah Alam,  
40000 Shah Alam,  
Selangor Darul Ehsan

Preparing this proposal in a group is to complete the Diploma in Civil Engineering for the subject ETR300.

This project is included every part of the business activity such as administration, operation, marketing and financial.

We hope that, with this proposal we can get more experience in organized a business. We are also thanks to the cooperation that with gets in preparing this proposal.

Thank You.