



**FACULTY OF CIVIL ENGINEERING
MARA UNIVERSITY OF TECHNOLOGY**



AZZURI COMMUNICATION CENTRE

TITLE OF PROJECT : BUSINESS PLAN
COURSE : ENTREPRENEURSHIP
CODE SUBJECT : ETR 300
NAME OF GROUP MEMBERS : MOHD FAIRUZ BIN ABU KASLAN
(2001224216)
AHMAD HAFIZ BIN RAMLI
(2001225761)
MOHD IZWAN BIN HAMZAH
(2001223831)
NORLIA SOFA BINTI SURAJI
(2001224310)
SITI MARIAM BINTI ABDULLAH
(2001223776)

PROGRAMME CODE

GROUP NO.

LECTURER'S NAME

DATE OF SUBMISSION

**TELE-
COMMUNICATION
(TEL)**

ABD.KADIR

: FEBRUARY 24TH 2004



TABLE OF CONTENT

1.0 :	Acknowledgement	1
2.0 :	Executive summary	2 - 8
3.0 :	Business plan	9 - 18
4.0 :	Administration plan	19 - 28
4.1 :	<i>location business area</i>	
4.2 :	<i>organization chart</i>	
4.3 :	<i>administration budget</i>	
5.0 :	Marketing plan	29 - 47
6.0 :	Operation plan	48 - 60
6.1 :	<i>operation process</i>	
6.2 :	<i>capacity output in unit</i>	
6.3 :	<i>capacity planning</i>	
6.4 :	<i>material equipment</i>	
6.5 :	<i>operation budget</i>	
7.0 :	Financial	61 - 73
8.0 :	Conclusion	74
9.0 :	Appendix	75 - 85



AZZURI COMMUNICATION CENTER

Mobile Phones & Services

No.2 , Lot Pertama, Jalan Subang Permai 8,
Desa Subang Permai, 40150 Shah Alam, Selangor
No.Tel / Fax : 03 – 78473799 / 88

Acknowledgement

Assalamualaikum w.b.t

First at all, thank you for all person that give a full commitment in doing our business planning. Thank you for my cousin, M. Rozlan Muhi, Managing Director of triple R Communication, section & because help me giving a material to finish our business plan.

To En. Mohd Ali Bahari Bin Abd. Kadir thanks because so many give our solution to settle our business plan

Thank you everybody

EXECUTIVE SUMMARY



AZZURI COMMUNICATION CENTER

Mobile Phones & Services

No.2 , Lot Pertama, Jalan Subang Permai 8,
Desa Subang Permai, 40150 Shah Alam, Selangor
No.Tel / Fax : 03 – 78473799 / 88

1.0. EXECUTIVE SUMMARY

Communication is an important thing for people to connect the people around the world. One of the communication tools is hand phone that are often used as a medium for people around the world to communicate with each other. Professional workers, middle class workers, teenagers used it to communicate with each other. Since there is few of bumiputra's involve in the business and still far behind, we are trying to explore this new field of business and try to open wide scope of this business in Malaysia. We decided to name our business as a AZZURI COMMUNICATION CENTRE, suitable with the product that we sell that is hand phone and its equipment.

AZZURI COMMUNICATION CENTRE is a business that sells hand phone, hand phone accessories; reload card phone, starter pack, and also registration line for people that needs this facilities. To make our business operates smoothly; we provide them with the new latest hand phone models and its equipment.

With all the phone equipment, we will able to make our company more competitive. Based on the latest business trend nowadays, that is the higher the risk, the higher that it will be accepted. Besides that, using high technology phone equipment, the company will be capable in selling high quality products.

We are confident that AZZURI COMMUNICATION CENTRE will succeed in selling hand phone and our vision is to open the new branches throughout Malaysia in 10 years time.

This business is monopolized by most company required high cost equipment. Usually most highly capital companies that are require high cost due to its expensive equipment monopolized this business. For AZZURI COMMUNICATION CENTRE our capital RM 224,000. Most of the capital is allocated to buy hand phone equipment. With the equipment, we are able to