



# UNIVERSITI TEKNOLOGI MARA



**MAJU KRAF ENTERPRISE PREPARED BY :**

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## **1.1 COMPANY'S NAME**

Five partners under Partnership Act Registered 1961 (Amendment 1974) established Maju Kraf Enterprise.

## **1.2 OBJECTIVE OF ORGANIZATION**

- **Build and Maintain a Fast, Flexible, Flat Structure**

Producers and administrative protocols are necessary for any organization to function well. But outdated producers and too much red tape can delay implementation and impede progress, dampen employees' creativity and restrict their energy. Winning organizations trim every possible unnecessary bureau crazy-extra layers of management, an overflow of rules and regulation and outdated formalities. We must strive to make structures and what matter most is organizational structure should simplify the work.

- **Develop and maintain a performance-oriented culture**

We must build a right organizational culture that champions high level performance and ethical behaviour. In a winning organization, everyone works at the highest level. This organization design, and support a culture that encourages outstanding individual and team contributions, one that holds employees, not just managers responsible for success.

- **Devise and maintain a clearly stated, focused strategy**

The key to achieving excellence in strategy is to be clear about what your strategy is and consistently communicate it to your staff and stakeholders. The strategy derives from a simple, focused value proposition that is rooted with organization's policy direction and a realistic appraisal of our own capacities.

## **1.3 PURPOSE OF BUSINESS PLAN**

- **Guidelines for Managing The Business**

To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently. Business plan enables the entrepreneur to evaluate new product line and services, promotion, or expansion. Besides that, business plan consists of theory part of each aspect that we need to master in order to make the venture is profitable. In making the plan become real, plan and strategies are needed as guideline in making any decision that can affect the business development from time to time. In MAJU KRAF ENTERPRISE, we see the business plan as primary resource for us in doing the entire task that occurs in our company.

- **Financial Institutions**

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business .The business plan is a communications tool to inform and persuade the financial institutions in order for the business to support a loan application and venture capital and equity funding. Financial institutions will need to be convinced of the viability of the business.

- **Suppliers**

The business plan is significant to convince the suppliers of the capability of credit given on purchase of materials from versatile suppliers.