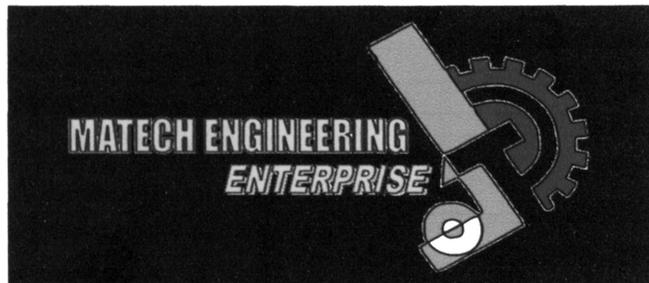




اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَىْ بِمَارَا
**UNIVERSITI
 TEKNOLOGI
 MARA**



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1.0 INTRODUCTION OF COMPANY

Multipurpose glassboard is belongs to the Matech Engineering Enterprise. Our company will locate at No 3, Jalan Sesiku 1502 Shah Alam, Industrial Site 47300 Shah Alam, Selangor Darul Ehsan. This company will be managed by five executive managers which lead by General Manager and follow by other four managers (Marketing Manager, Financial Manager, Administrative Manager, and Operational Manager). We also will have some number of staffs and workers under implementation operation line. The official web site of our company is www.matechenterprise.com.

They will promise a value lifestyle proposition of great variety and quality product at affordable prices. The uncompromising quality of product using quality things, coupled with moderate pricing, and has created a new lifestyle. The uncompromising quality of glassboard has bullet proof and it will make it stay long lasting.

Matech Engineering Enterprise will offer a friendly service in delivery of our product. Our product will be delivered in the time and how much unit customer wants. Our priority is to make our customer satisfied with our service, product and company.

Matech Engineering Enterprise will constantly improve and expand our product and service offerings in a never ending pursuit of finding perfection in fulfilling customer's needs.

1.1 EXECUTIVE SUMMARY

Matech Engineering Enterprise is a locally owned and a rare facilities company that will be positioned as one of the top engineering company through our creative approach to the company's image. Matech Engineering Enterprise will provide a combination of cool, attractive, creative, innovative, and invention product. Multifunction glass board is the answer to an increasing demand for creative and innovative to the universities, hospital, and big company in our country especially for learning process.

Our company is locating at No 3, Jalan Sesiku 1502 Shah Alam, Industrial Site 47300 Shah Alam, Selangor Darul Ehsan. We chooses this location because we want to develop and give work opportunities to community in this area.

This business is based on partnership where it consists of five members. The members consist of General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Despite that, we have 5 workers that will work at our company. One person under marketing and four people will work under operation. Business capital is amounted RM 500 000 where general manager RM 120 000 and each of other manager are RM95 000. Each manager has their own responsibilities. General Manager will make decision in management business, carry up objective and try to achieve it and having good relationship communication with customer and staff. Administration Manager will determine the wages and salaries received by workers and contribute the percentage of the salaries to EPF and SOCSO, and to assist General Manager in business. Financial Manager is to maintain the financial of company, control the inflow and outflow of company financial. Operational Manager will make sure that the entire worker does their work and ensure all material to make product is enough. Marketing Manager do survey and research on market potential and create marketing strategies with creativity and innovative in management activities.

Every business has their own competitor and for our business, the competitors we can assure are Goodwrite Sdn Bhd , Writebest Sdn Bhd and Vision Enterprise Sdn Bhd. All of them sell almost the same product as us. However, our business has its own strength. Our strength is that our product is rarely to find on market. Our product has high technologies that will attract customers to buy this, it also provide with multi-function that can be adjusted to any angle and become glassboard and table. Other than that, we offer wheel under it feet which is easier to move and it has light weight compare to others.

1.2 PURPOSE OF BUSINESS PLAN

The main purpose of this business plan is for reference guideline to several different parties such as:

1.2.1 The Entrepreneurs

To better understand the purpose of this business and act as a guideline manage the business effectively and efficiently.

1.2.2 Financial Institutions

To evaluate the capability of the proposed project and for CIMB bank loan application.

1.2.3 Staffs or Workers

To help the workers to understand the business goals and objectives.