



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DIPLOMA IN BUILDING (AP116)

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

AP116 4K

AUTOMOTIVE SURVEYOR

BUSINESS PLAN

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EXECUTIVE SUMMARY

Automotive purveyor is the store that sell automotive spareparts such as for cars and motorcycle. Automotive purveyor will give the best services to their customer. This company will try our best to perform so that we will achieved the 5 star rating from our customer. This company is based on Kota Bharu which is the first store and also as the start up for this business. This store is at cener of the city so all of the consumer get their parts here.

The concept for this business is to achived the best selling store in this state. Also we need to work hard so that this company will known not in this country but also to the world. The parts we selling here is the most durable plug you can ever used. The reasons is we get this part from the most famous brand such as Yokohama, Enkei and etc. This brand i well known so the consumer that buy parts from us would not be less sure.

For this business, our manager target all kind of market potential such as the retailer, the wholesale buyer and the consumer. This is because, if this company focused on one target for example the wholesale buyer. The other customer will left behind. By the mean of left behind is we would not give them the best services that we promoted to offer in this business. So thiss will ruined the images of this company. Also we did not want to take any risk for focusing on one market only.

Competitive in the business is not new things. Competetive in the business is really a good thing. The reasons is, if our business have the competitor which is trying to compete with us. So we will make up our plan to manage how to beat the competitors in a business ways. Such as get a higher sale monthly. Also we can be a better company if we have the competitors because we will always find the way to beat our competitors. All in once, it can make us to reach our goal of sale that we targetted.

The main thing that we focused on is the profit of this company. Our management team will hustle to achived the sale target so that we will get this company to keep on running. By this, we can conclude that every time we are in the meeting, we will set up the goal and the manager will rprovide us the works that to achieved the manager goal.

The management team in this company is all the person who is listed in the organizational chart. The role in the chart has its own speciality. They will be focusing to their job just to achieved the goal given. This team is the main pole for this company. If one of the team is being trouble, the manager will replaced them because we would not take any risk to make Automotive Purveyor's image being charcoal.

1.0 BUSINESS DESCRIPTIONS

a) Automotive Purveyor

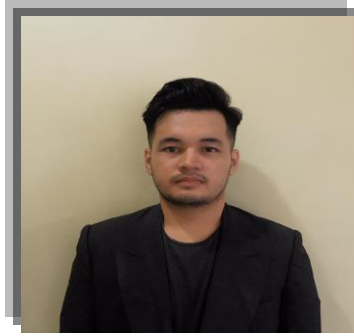
b) Proposed of the business

- To be independent in the future and can handle a little things on its own without.
- To prove that we can be succes with any kind of things that we do in this life no matter the job.
- To be example to the younger generation that our hobbies is not a waste of time if we manage it in a right way.
- To seek for financial institution in attaining some capital to riun the business
- To sllow th entrepreneur to view and evaluate the proposed business venture in an objective and practical

1.1 Organization Background

Name of the Organization	Automotive purveyor
Business Address	Lot 358, Hadapan JPJ Panji, Off Jalan Hospital,16500, Kota Bharu, Kelantan
Website/e-mail address	http://Auto.Purveyor.Com av.autopurveyor00@gmail.com
Telephone Number	09-9644817
Form of	Sole proprietorship
Main Activities	Reseller spareparts of automotive vehicle
Date of Commencement	10th August 2020
Date of Registration	12th July 2020
Name of Bank	PUBLIC BANK
Bank Account Number	6704130256
Other information	www.facebook//Automotive Purveyor.com http://instagram.Auto_Purveyor.com http://:WA.ME/601131356683



2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Ahmad Avizmuqri Bin Mohd Shamsul
Identity Card Numbers	000530-03-0849
Permanent Address	PT1197, Jln Pauh 9, Kampung Pauh 9, 16050 Bachok, Kelantan
Correspondence Address	Lot 358, Hadapan JPJ Panji, Off Jalan Hospital, 16500, Kota Bharu, Kelantan
E- Mail	ahmadavizmuqri1999@gmail.com
Telephone Number/Fax Number	01131356683
Date of Birth	30-05-00
Marital Status	Single
Academic Qualification	Diploma
Course Attended	Business manager
Skills	-Managing -Fixing the car with what ever the problem is
Experiences	3 years
Present Occupation	Manager at Automotive Purveyor
Previous Business Experience	Being a dropship

3.0 PRODUCT/SERVICE DESCRIPTION

This section describes the products offered by the business in detail. The proposed products or services should be related to the needs and wants of the target customers.

Illustrations	Product	Description
	Batery	-This batery life can get up to 3 years if using it with care. This product is really powerful cause it can give more power to your vehicle so you can use it with more sure. and also very durable
	Alternator	-This product is really important for daily usage of the car. This product from our store is really durable and also can be use for more than 4-5 years(in care). Customer can use this on their car without any doubt at this thing can be broken down