



**UITM PERLIS (ARAU CAMPUS)
02600 ARAU PERLIS**

FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)

**DIPLOMA IN CIVIL ENGINEERING
(ENGINEERING SURVEYING)
EC 113**

BUSINESS PLAN

PRECAST CONCRETE STRUCTURE LIMITED

**PREPARED FOR:
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EXECUTIVE SUMMARY

Precast Concrete Structure Limited is the registered company name for our business. The selected of the name are to show people that we are too close and highly motivated to run this business. We had to propose an area for factory and office building that's located at:

**Precast Concrete Structure Limited,
Lot 418, Mukim Malau (Bukit Kachi),
06000 Jitra,
Kedah Darul Aman**

We, **Precast Concrete Structure Limited** one of the precast concrete manufacturers in Malaysia. The precast concrete products manufactured by the company are used in the drainage, sewerage, buildings and water related infrastructure works. Our company now has ready access to capital markets for further expansion and diversification.

We chose our business location based on strategic place where there is no other precast concrete company nearby or exist in this area. These factors will support and indirectly will help our company to have a good potential to be succeed.

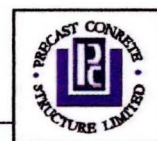
Our target market is mostly government, professional constructions firm and Constructions Company, individual and private sector which encountered with constructions work involve in constructions work at northern area at Kedah and Perlis. For long term, we will open branch office at all states to promote our company services.

Our mission is to achieve our organization goal to manufacture and supply high quality products to achieve highest customer satisfaction. The management is striving towards achieving organizational excellence and is committed towards product innovation thus creating new products and solutions for customers. The long term goal is to be an integrated supplier of precast concrete products and solutions for various infrastructure developments not only locally but on a regional basis.



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