

**MARA UNIVERSITY OF TECHNOLOGY**

**ETR 300**

**BUSINESS PLAN  
OF  
AL FORDANSJ FUNERAL SERVICES SDN.  
BHD**

**PREPARED FOR:  
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## INTRODUCTION

Al Firdausi Funeral Services is an organization that register under the Register Of Company (ROC) and will start in fully operation by 10 January 2003. This company offer the royal hearse services or funeral services . This services is needed by family that have no time in handling corpse. They are to busy with works and the neighbors also don't care about the surroundings . The target market for us in running this services is Kota Star for household and the remaining is in Perlis where it focuses on government agencies such as hospital, rehabilitation center ,old folks house and others . These are the place that have improvement in development and housing areas .

The services includes : Bathing, shrouding, praying, "talkie" and delivery to the grave. The process of delivering the corpse to the grave lot is also provided by the company. The family or relatives of the dead body (the heir of the property of that dead person can call directly to our company and report it . After that, with their permission and acceptance, We will handle the royal hearse perfectly in Islamic way . Our company will also accept whatever occurrence of death such as burnt to death, death by drowning, death by AIDS,the prisoner that sentence to death and so forth. Therefore this company is given the letter of appointment by the Majlis Agama Islam Negeri to create the company .

The customer does not have to worry about our services, this is because our workers is well –trained and the best in handling the royal hearse. Our company provided four packages which include from package A until Package D. (refer the packages in operation process). This package is reasonable and all type of people can effort it .

To get the information about one death we has already discuss and dealing with hospital, Jabatan penjara, rehabilitation centre, old folks house, and personally to distend our market . Now, all the death that happen will goes directly to our company to handle it. In this way, the services that we offer will spread out and it will give us opportunity to see the public reaction about these services. To create more people to join our business, we introduced the membership club for our people. When the person registered in the club, they can charged RM50 per year to cover the whole family. If their family death, the company can give 25% discount for funeral cost.

Seems that this company is new, it will take quite a long time to be accept by the public. The competitive that we expect is low, especially from the “Khairat” of death in each of the area. With this services, it will open the eyes of the public on how important is it in handling the royal hearse. Realizing this matter, we also ready to provide all the right way information in bridle a funeral through the seminar and the courses that have set by the company .

## BACKGROUND OF THE BUSINESS

NAME OF THE BUSINESS	❖ AL-FIRDAUSI FUNERAL SERVICES
BUSINESS ADDRESS	❖ NO 5, WISMA JAYA, JLN KANCUT, 05460 ALOR SETAR, KEDAH.
CORRESPONDENCE ADDRESS	❖ NO 5, WISMA JAYA, JLN KANCUT, 05460 ALOR SETAR, KEDAH.
TELEPHONE NUMBER	❖ 04-7301479
FAX NUMBER	❖ 04-7301478
FORM OF BUSINESS	❖ PARTNERSHIP
MAIN ACTIVITY	❖ FUNERAL SERVICES
DATE OF COMMENCEMENT OF BUSINESS	❖ 1 JANUARY 2003
BUSINESS REGISTRATION DATE	❖ 1 JANUARY 2003
NAME OF BANK	❖ BANK ISLAM MALAYSIA BERHAD
BANK ACCOUNT NUMBER	❖ 0792500000036456
EQUITY CONTRIBUTION	❖ RM <del>119900.00</del> RM 16,000