



**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS**

**BUSINESS PLAN
(ETR300)**

ZENAS WALLPAPER ENTERPRISE

**DIPLOMA IN CIVIL ENGINEERING
(EC110)**

PREPARED BY:

BB

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INTRODUCTION

➤ Name of business

The name of our company is ZENAS Wallpaper Enterprise. The letter Z-E-N-A-S represents the name of all the partners in this company.

Z- Zuraini

E- Emma

N- Nazra

A- Aini

S- Suzanaliza

We add the word 'Wallpaper' because wallpaper is the product that we provide in this company.

➤ Nature of business

Type of business that we choose is partnership. We choose this type of business because we can pool together our ideas, talents and skills for a better management. This company is setting up by five partners, which consists of General Manager, Administration Manager, Marketing Manager, Production Manager and Financial Manager. Each partner are willing to contribute our capital for the business.

➤ Industry profile

Wallpaper is our product to sell. This type of business has a good potential market demand. It becomes popular among people who interested on the decoration of it on the wall especially in the office and rooms at home. Sometimes, there is also a contract taken from the construction.

ZENAS Wallpaper Ent.



FASCINATING OF YOUR WALL

➤ Location of business

We decide to locate our business at 225-A, Medan Putra, Seberang Jalan Putra, 05150 Alor Star, Kedah Darul Aman. We found that this location is a strategic place for our business because there are some competitors around it such as interior decorators companies which also sell wallpapers and borders. However, we confidences that we can stabilize the market and gain profit, also despite of the risk with the good marketing strategies.

➤ Date of commencement

We will start our business on 01 April 2008. The decision has been made base on the factors of loan, location and sufficiency from each partner. We hope that our company will have a good prospect in the future.

➤ Factors in selecting this business

Nowadays, wallpaper is one of the most popular decorations on the wall of a certain space in a building. We are interested on doing this type of business because it got its own interest and fascinate which are colors and patterns that will attract people to have it. Also, a lot of people think that it is more suitable to put it on the wall to make the space looks more beautiful match the carpet, sofa and other furniture. It became famous especially by fixed it in the office, manager room, meeting room, living room, master bedroom and others. We believe that our company can gain profits through this business.

➤ Future prospect of the business

We target that our business will bringing profits from year to year and become the first choices company on getting the wallpaper in Malaysia, especially the north side of Malaysia.

ZENAS Wallpaper Ent.



BACKGROUND OF BUSINESS

Name of business: ZENAS Wallpaper Enterprise

Address: 225-A, Medan Putra, Seberang Jalan Putra,
05150 Alor Star,
Kedah Darul Aman.

Correspondence Address: As above

Telephone number: 04 – 7337711

Fax number: 04 – 7327710

Email: zenas_wall@yahoo.com

Website: www.zenaswallpaper.com.my

Type of business: Partnership

Business main activities: Selling wallpapers and border, and provides installation services.

Date of commencement: 01 April 2008

Paid up capital: RM 90,000 (LOAN)
RM 40,000 (CONSTRIBUTION)

Authorized capital: RM 250,000

PERPUSTAKAAN
DATO' JAAFAR HASSAN
UITM PERLIS
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