

# BUSINESS PLAN



HYBRID ENTERPRISE  
NO. 20 GROUND FLOOR,  
JALAN SHAHAB 3,  
SHAHAB PERDANA,  
05150 ALOR STAR,  
KEDAH DARUL AMAN.

- |  |            |
|--|------------|
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DCS 110

19<sup>th</sup> FEBRUARY 2004

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## **EXECUTIVE SUMMARY**

**HYBRID ENTERPRISE is a new company that offer a computer products and services, this business is own by four (4) Malays.**

From our research, we found **this business** is usually having been **developing from year to year**. So, we have a very difficult competition, but we will try our best in this business. Actually, investment in this kind of business can **lead a big amount of profit**. There still a small percentage of Malay, who take part in this field.

We also give the **quality service maintenance and accessories hardware**. "HYBRID ENTEPRISE" will be **operate on the end of the year 2004** and will be locate at **No. 20 Ground Floor, Jalan Shahab 3, Shahab Perdana, 05150 Alor Star, Kedah Darul Aman**.

The main of our **business Hybrid Enterprise** is to **fulfill the business opportunity**. Our target customers are **students and publics**.

For a short – term period, we **concentrated only at the population** in Kedah that is at **Alor Star**. For a long – term period, we would like to **extend our business to other district in Kedah** and also to the nearest states, which are located at northern, and east coast of Peninsula Malaysia.

To achieve our purpose, we established our own organization, which are arranged carefully. There are **certain of our motive**, that is:-

- i. **To make easy and smooth our business transaction** so it can prevent from existing of problem between partnerships.
- ii. **To improve our productivity** of our organization.
- iii. **To create a good relationship** among all the staff and workers in the business organization.
- iv. **To create a good reputation** for the business.
- v. **To achieve an excellent of company objectives**.

## **INTRODUCTION**

**“HYBRID ENTERPRISE” is one of the partnership businesses that having four members. Our business is actually offers a Computer product and services. Beside that we also give the quality service maintenance and accessories hardware.**

**“HYBRID ENTERPRISE” will be operate on the end of the year 2004 and will be locate at No. 20 Ground Floor, Jalan Shahab 3, Shahab Perdana, 05150 Alor Star, Kedah Darul Aman.**

**The main reason we want to involve in this business is because in that area do not have a complete computer materials under one roof.**

**So that, this is the right way we open this company to makes easy for consumer to get any computer accessories.**

**Finally, we hope that “HYBRID ENTERPRISE” can give the best services and performance to make sure the customer satisfied and get their need about computer without wasting their time on finding in a different place.**