



UNIVERSITI TEKNOLOGI MARA



ENTREPREURSHIP ETR 300

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INTRODUCTION

Our business plan is to mine, produce and supply kaolin to the other buyers that used kaolin in their product especially in ceramic manufactured.

Kaolin is a clay mineral more correctly known as *kaolinite*. It is also called China Clay. Kaolin is made up of individual crystals that form units termed *booklets* of stacked sheets. Kaolin is a soft mineral and white in colour when it is fairly pure.

Nowadays, several clays in commercial use consists largely of kaolinite; a hydrtared aluminium silicate. Large deposits of this mineral occur in China, Czechoslovakia; Cornwall, England; and at several places in the U.S. Besides, it is also found in the Malaysia such as in Taiping, Perak; Kelantan and Johor. Various grades of kaolin clays may be distinguished. White kaolin clays are composed of microscopic particles that are soft; nonabrasive and chemically inert over a wide pH range.

The largest consumer is the paper industry, which uses then as a coating to make paper smoother, white and more printable. Ball clays have excellent plasticity and strength and then fire to a light cream to white colour.

For instant, our permanent customer is Isolite Insulating Sdn. Bhd. which is situated at Khantan, Chemor in Perak. This company produced fire-resisting brick. Fire clays are soft, plastic clays used in primarily in making refractor mates. In our future forecasting, our target is to supply the kaolin to all ceramic factories, paper industries, sanitary wave and wall tiles.

Since we are conquering this business, there are no competitors among the users of kaolin. If we only had, there are a number of them to replace the kaolin such as other raw material, which is not, has been discovered.

**BACKGROUND OF THE COMPANY.**

NAME OF THE COMPANY : PERKASA ENTERPRISE

ADDRESS : NO. 913, 1ST FLOOR, LRG. PERAK 22,
SRI MERGONG, 05150 ALOR SETAR,
KEDAH DARUL AMAN

PHONE NUMBER : 04-7327396

FORM OF THE COMPANY : PARTNERSHIP

MAIN ACTIVITY : SITE - COLLECTING CLAY
FACTORY - PROCESSING AND
PRODUCING KAOLIN

DATE OF COMMENCEMENT : JANUARY 1, 2004

STARTING MODAL : RM 155, 000