

TRUPRO ENTERPRISE

SUPPLIED WOODS, NAILS, CEMENT, AGGREGATES & SAND

**Faculty of Civil Engineering
MARA UNIVERSITY OF TECHNOLOGY**

**Diploma In Civil Engineering
ENTREPRENEURSHIP**

(ETR 300)

Prepared for :

EN.MOHAMMED ZAIN IDRIS

$$\frac{29}{35} + \frac{15}{20}$$

44

Prepared By:

NOR NIZAHA BT. KAMARUDDIN	99026407
ROSITA BT. IBRAHIM	99038889
MARIATI BT. SULAIMAN	99038210
NIK HASMARIZAN BT. NIK HASAN	99038633
ROSNIZAN BT. ABD. RASHID	99038951

Date of completion : 23th FEBRUARY 2002



No. 0220, Jalan Behor Temak,
Batu Satu, 01000 Kangar,
Perlis Indera Kayangan.
Tel: 04-9776999

CONTENT

ITEM	PAGE
TITLE PAGE	i
COVER LETTER	ii
CONTENT	iii
PREFACE	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	5
PARTNERSHIP AGREEMENT	6
INTRODUCTION	11
ADMINISTRATION PLANNING	24
MARKETING PLANNING	39
OPERATIONAL PLANNING	56
FINANCIAL PLANNING	77
APPENDICES	88



No. 0220, Jalan Behor Temak,
Batu Satu, 01000 Kangar,
Perlis Indera Kayangan.
Tel: 04-9776999

EXECUTIVE SUMMARY

Our company is supplying and distributing materials for construction such as sawn wood, plywood, cement, nails for wood and cement, aggregates and sand to the customers mostly owners and contractors. We had choose this type of business because we had full confidence for 5 years in the future there will be many project that undergo construction mostly in Northern State such as Penang, Kedah and Perlis.

Our company is run by 5 managers, they are :-

1. Miss Nor Nizaha bt. Kamaruddin
2. Miss Rosita bt Ibrahim
3. Miss Mariati bt Sulaiman
4. Miss Nik Hasmarizan bt Nik Hasan
5. Miss Rosnizan bt. Abd Rashid

We did not focus for one material only because our customers can by variety of materials that they need for constructing their project for contractors while owners can choose whatever they want for their buildings or house.

The price for each material is different because it is depend on the size, type and also we put the value according to the present price and via research from another supplier that doing the same business. The price will having fluctuation because it is not same for every year and for each manufacturing. Mostly all of the materials are bulk purchasing.

As a starting also for the promotion we will reduce the price. But, the discount is only for 2 months that are November and December because during this months it will rain and we assume that less project can be constructed. So, to ensure we still get the profit the price will be lesser than another month. We did not focus on other states but only in the Northern Regions that are Perlis, Kedah and Pulau Pinang. It is because we want to see whether our business is going smoothly as we plan or not.



No. 0220, Jalan Behor Temak,
Batu Satu, 01000 Kangar,
Perlis Indera Kayangan.
Tel: 04-9776999

1.0 INTRODUCTION

The name of our company is “**TRUPRO**”. We choose this name because we want to express that our service is move along with the attitude of the workers in our company. When we deal with our customers the level of our service is at the first class and professional.

We are involving with supplying materials for building construction such as sawn wood, wood, cement, sand, nails for wood and cement and aggregates. All the materials when we combined it will build our business and also to the customers it will form the building that they want from the different materials. In another word we are the creator for the image of the buildings that they want. We will try to sell our materials to the customers with the latest choices with high quality materials.

Current situation of the business that we involved now is having a good future mostly in the Northern regions like Perlis, Kedah and Penang. It is because now there are lacks of development of residential houses or higher building in those states but for 5 years in the future it will be a drastic development in the construction field and it will be a higher demand of materials in building construction due to this. We have full confidence that this business will bring bright future.



No. 0220, Jalan Behor Temak,
Batu Satu, 01000 Kangar,
Perlis Indera Kayangan.
Tel: 04-9776999

We expected to start our business by 1st January 2006, this is because we want to get more knowledge and experience and also time. We want to start the business with full of confidence. Via surveying, we had decided to start our business in Kangar. The address is at **No. 0220, Jalan Behor Temak, Batu Satu, 01000 Kangar, Perlis Indera Kayangan**. This area has been providing with basic facilities and good infrastructures. The trucks can put the raw materials easily because it is near to the main road but not too near to the town so it can ensure safety to the customers. The trucks will come during public holiday and avoid from the peak time.

There are several factors that influence us to choose this business. Firstly because it will give a large percentage of profit if the materials can be sell. Next, the place that we choose is easy to get the people who live near the area to work with us. This ensures that our operation will be runs smoothly. Besides that, the another reasons the increasing of population also convince us that much residential houses need to build so this type of business is one of the source to supply the materials to construct the project. Last but not least, the main reason is to show to the public that we, woman can handled this type of business that always involved by men. And we can be a good leader and also a role model to women that want to choose business as the full time job.