



IDYLLIC TILES ENTERPRISE

**Lot 66A, 66B Lrg Perdana 3/2
Bandar Perdana, 08000
Sungai Petani
Kedah Darul Aman**

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INTRODUCTION

Idyllic Tiles Enterprise is a company that is very proficient in the nations business field. It supplies tiles besides having delivery service and installation service to the customers. Idyllic Tiles Enterprise has five shareholders investing their money to operate this business and each of them is responsible to ensure the service quality is satisfy and fulfill the customers desire. Focus on our Principe “ Quality and Customers “ , our mission is to wide up the business scope. Therefore we provide special package including the price , types and quality to attract customers.

To fulfill the demanding of tiles in housing and construction sector nowadays , Idyllic Tiles had chose Sungai Petani as a business starting area. Due to the increasing of construction of hotels, offices , houses and shopping complexes , the demand of tiles will increase simultaneously. Hence , the potential of this business to expand the market size is more. From the research , it shows that most of the competitors are not preferring the service of imported tiles because of the difficulties of installation and damages condition. As a result, Idyllic Tiles Enterprise take the opportunity by providing the service.

Though Sungai Petani is a develop town , the scope of the tiles business is less. The development and demanding in construction insist developer to search for the quality types of tiles. Despite they have to travel around, it is necessary to fulfill the customers desire. Because of this phenomenon, these business is potential to develop to each states in Malaysia especially in Kedah , Pulau Pinang, Perak and Perlis. We hope that the community will be able to buy our product with appropriate price. Early estimation, we assume that these business will become successful within five to ten years from the commencement year. In beginning of the business , we will focus on advertising and marketing our product to the public.

Idyllic Tiles Enterprise has allocate RM 650 thousand as an origin capital. Almost RM 85 thousand of the capital is sponsored by the shareholders while the other RM 250 thousand is attain from loaned of Bank Bumiputera Malaysia Berhad. The other RM 315 is the higher purchase of premise and small lorry .

Generally , Idyllic Tiles Enterprise will operate on 1 JAN 2005 which is located in Bandar Perdana , Sungai Petani , Kedah. Thus , this business center is situated on a strategic area. We choose shop house as a business premise where the ground floor functions used to display the product while the top floor as an office to operate business. Thus , these premise is convenience for business task.

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