### **BUSINESS PLAN**

# PERWIRA INDUSTRIES SDN. BHD



### PREPARED BY:

24 (10)

MOHD FADZLI BIN DARUS 99038393 HASMUNIR BIN HAMID 98186372

MOHD. KHAIRIL ANUAR BIN MOHAMMAD 99038480 AHMAD RIDZUAN BIN AHMAD SUHAIMI 99037987 AZRUL BIN MD DIN

99037994



## **CONTENT**

NO.	TOPIC	PAGES
1.	ACKNOWLEDGEMENT	1
2.	BUSINESS PLAN CESSION	2
3.	DESCRIPTION OF LOGO	5
4.	INTRODUCTION	8
5.	PURPOSE	9
6.	BACKGROUND OF BUSINESS	10
7.	NAME & PARTNERSHIP ADDRESS	11
8.	BACKGROUND OF PARTNERSHIP	12
9.	PARTNERSHIP AGGREMENT	17
10.	APPLICATION OF BUSINESS LOAN	21
11.	ADMINISTRATION DEPARTMENT	22
	Introduction	23
	Organization Objective	24
	Flowchart Of Company	25
	Plan Layout	26
	List Of Job And Number Of Employees	27
	Work Responsibility	28
	Qualification	31
	Worker Incentive	32
	Salary	34
	Office Equipment Budget	35
	Administration Expenses	36
12.	MARKETING DEPARTMENT	37
	Introduction of Marketing	38
	Marketing Objective	39
	Marketing Organization Chart	40
	Marketing Form	41
	Market Target	42
	Market Size	43
	Competitors	44
	Strength & Weakness Of Competitors	45
	Strength & Weakness of Perwira Industries	46
	Market Share	47
	Rate of Market Share	49
	Sales Forecast	50
	Marketing Strategies	51
	Trailer Rent	55
	Marketing Expenditure	56



NO.	TOPIC	PAGES
13.	OPERATION DEPARTMENT	57
	Objective For Operation Plan	58
	Operation Planning	59
	Step To Succeed In Operation Business Plan	61
	Organization Chart For Operation Department	62
	Salary List & Caruman Workers	63
	Operation Hour	64
	Operation Activity To Make A Pile	65
	Chart For Operation Processes	66
	Conventional Symbol	67
	Cost To Produce a Pile Product	68
	Production Cost	70
	Material Requirement List	71
	Equipment & Machinery List	72
	Furniture & Operation Equipment	73
	Table Of Operation Budget	74
	List Of Supplier For Material	75
	The Reason We Choose Suppliers	76
	List of Supplier For Machine & Equipment	77
	Production Limit	78
	Plan For Manufacturing Factory	79
14.	FINANCIAL DEPARTMENT	81
*	Introduction	82
	Cost Of Project	83
	Loan Repayment	85
	Hire Purchase Schedule	86
	Table Of Depreciation	91
	Cash Flow Pro-forma Statement	99
	Pro-forma Cash Flow Perwira Industries SDN. BHD.	100
	Pro-forma Manufacturing	101
	Pro-forma Trading, Profit And Loss	103
	Pro-forma Balance Sheet	106
15.	CONCLUSION	112
16.	APPENDIX	115



#### INTRODUCTION

Malaysia is the one of the top develop country in the world. Therefore, all Malaysian people have to take chances by involved in the economy. They also have to increase their effort to develop their own business. Furthermore, this can introduce our country in the world.

Our business will be operating in Jitra and the size or market is around Kedah and Perlis. This is because demand for precast concrete is more at this time. That's why we must have more company to produce this precast concrete.

Our company has to make decision to piles one of the precast concrete product. Our operation will start on 1<sup>st</sup> January 2003. We must analyze and identify our risk before we want to involve in the business.

Our market size is around Kedah and Perlis. This is because these two states not have much supplier for precast concrete and in the process to grow up. We also want to be a bumiputera company that provides a precast product. We hope our mission wills success and we used all the chances that come to achieve in this business.





### **BACKGROUND OF BUSINESS**

Business Name : Perwira Industries SDN. BHD

Type of Business : Precast Concrete

Business Address Lot. 6B, Kawasan Perindustrian Jitra,

Bandar Darul Aman, 06000, Jitra

Kedah Darul Aman

Correspondence Address : - As Above

Telephone No :- As in Business Registration

Fax No : As in Business Registration

Form of Business : Private Limited Company

Main Activity : Manufacturing Precast Piles

Date of Commencement of Business : 1st January 2003

Date of Business Registration : 1<sup>st</sup> January 2002

Business Registration No : AS 354442 D

Name of Bank : Bumiputra Commencer

Bank Account No :2423-6775755-5097

Early Capital : RM 1,000,000.00 (Own Capital)

RM 500,000.00 (Loan Bank) RM 1,500,000.00 (Total Capital)