





**UNIVERSITI TEKNOLOGI MARA
KAMPUS ALOR GAJAH
MARA UNIVERSITY OF TECHNOLOGY**

Tarikh : 17/7/2000
Surat Tuan :
Surat Kami : 100-CM(AKA 37/B)

UNIT MEDEC
Km. 26 Jalan Lendu, 78000 Alor Gajah, Melaka
Tel. No: 06-5591263
Fax No: 06-5563963

KEPADA SESIAPA YANG BERKENAAN

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Pentadbiran Awam di Universiti Teknologi MARA, Kampus Alor Gajah Melaka. Mereka telah ditugaskan untuk membuat penyelidikan sebagai memenuhi syarat matapelajaran ETR 300 Asas Keusahawanan

Bil.	Nama Pelajar	No. ITM
1.	Mohd Fairuz Izwan Abdullah	98043546
2.	Mohd Zakihani Ghuzalli	98043601
3.	Mohd Yazid Baharudin	98043521
4.	Ahmad Fadzli Yusoff	98183279
5.	Safinas Ishak	98148884
6.	Rafikawati Rohani	98044018

Sukacita saya sekiranya dapat tuan membantu mereka dengan maklumat-maklumat yang berkaitan untuk menjayakan projek kajian mereka. Segala maklumat yang diperolehi akan digunakan semata-mata untuk tujuan akademik dan tidak akan disebarikan kepada umum.

Kerjasama tuan saya dahului dengan ucapan ribuan terima kasih.

Sekian.

Yang benar,

ROZALLI HASHIM
Ketua Kursus DPA
UiTM Kampus Alor Gajah Melaka
b/p Provos

Polar Ice Cube Sdn. Bhd.
Diploma in Public Administration,
UiTM Kampus Alor Gajah,
78000 Alor Gajah,
MELAKA.

Tuan Haji Musa
Lecturer ETR 300,
UiTM Kampus Alor Gajah,
78000 Alor Gajah,
MELAKA

5th SEPTEMBER 2000

Dear Sir,

The Submitting Of Business Plan Project

According to the above title, we are glad to submit our business planning report, which are reporting about the printing services. This report had been prepared according to the systematically procedures which are conform to the ETR 300 modules.

(2) The whole information, facts, and enclosures were set up relating to the objective of business planning. In addition, the main objective of this business report is to reveal the students about the style and techniques in formation of business.

(3) Otherwise, it so difficult to make a perfect work but it can be solved by the nice cooperation between partners in our group.

(4) Hopefully that our business planning project will fulfill the ETR 300 module needs. We are also wanted to thank to other parties, which are directly, or indirectly helping us on completion our project.

INTRODUCTION

The business that we want to take part are base on the industry of making and selling ice cube . It business is been named Polar Ice Cube Sdn Bhd is because it shows the type of industry that we in.

We want to start our business at A 9342 Kawasan Industri Ringan Alor Gajah, 78000 Alor Gajah Melaka . We choose this type of industry because the participation from the bumiputra are to little in this industry. The government help and support also have a great deal to influence us to participate in this industry .

The demand for this industry in Melaka are high and it is based on our study and research that shows there are surplus of demand in this industry although there are two competitors or our rival in this ice tube industry that is Atlas and Nordin Ice. The other reason are because of the density of the people that live in our area that will give us an advantage to market our product.

This business are been participated by six shyer holders that are the General Manager, Administration Executive, Financial Executive, Marketing Executive, and Operational Executive. This business have its capital from the contribution from the share holder that the amount are RM 300,000 and another RM 500,000 are from bank loan.

Our business are schedule to be fully operation at 1 January 2000..... and with our commitment and our spirit and also with the Allah consent we hope that we can wider our scope of market and we can open our branch in other country.

THE PURPOSE OF THIS BUSINESS PLAN

This business plan are been made for the guidelines in admin this company that sets it vision to have a very high profit in the way of Islam and monopolize the market.

Because of that it can help it can help the administration section to handle this business that include the administration problems that is the target market, profit, operation and financial.

Beside that, this business plan is been made for the purpose for having the finance capital that the amount is up to RM 500,000 form the Bank Pertanian Malaysia that can help us to start our business as we plan for start it at 1st January 2003. This Business Plan Also been made to give confidence to our supplier regarding our company ability. Their confidence in us are one of our credibility and our advantage in run our business.

Another Advantage in having this business plan are in giving the confidence to our customer especially to the ones that ones to give us a tender. Their trust in our company can help us to give a very good service and business transaction that will satisfy both parties.

Beside that this business plan can give a picture to our future staff about our willingness and our ability to continuously develop due to a good strategies.