

BUSINESS PLAN  
ENTREPRENEURSHIP  
ETR 300

MULTI-PURPOSE BUSINESS  
PETRONAS SDN. BHD.

UNIVERSITY TECHNOLOGY MARA  
MALACCA CAMPUS





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

Tarikh : 31/7/2000  
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**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

<b>Bil.</b>	<b>Nama Pelajar</b>	<b>No. ITM</b>
1.	Enn Nazira bt. Nordin	98043299
2.	Faiza Hani bt. Adnan	98043315
3.	Shahniza azren bt. Md. Shah	98044137
4.	Nor Siti Aisyah bt. Yahya	98043752
5.	Jasni bin Zolpa	98043402

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

Star Consultation Group,  
University Technology Mara,  
Malacca Campus,  
Alor Gajah,  
78000 Malacca.

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Mr Hameed bin Mydin  
University Technology Mara,  
Malacca Campus,  
Alor Gajah,  
78000 Malacca.

**7 October 2000**

Sir,  
**The Making of a Business Plan**

As been stated, the process of preparing the business plan that been assigned to Star Consultation Group will be handle by five professional consultants. The five consultants are:

- 1) Enn Nazira bt Nordin
- 2) Shahniza Azren bt. Mohd. Syah
- 3) Nor Siti Aisyah bt. Yahya
- 4) Jasni bin Zolpa
- 5) Faiza Hani bt. Adnan

We have completed the task of making the business proposal base on the multi-purpose company. The primary business for this proposal is the fuel market, that is the petrol kiosk with other side services.

We hope that Mr. Hameed agrees and satisfies with the proposal of the business that we made. Thank you.

**THE STAR CONSULTATION GROUP**

# **INTRODUCTION**

Hameed Enterprise is a multi purpose company. The Hameed Enterprise will be set up on 1 January 2005. It will be situated in Larkin Jaya, Johor Bahru. This company is the company base on the concept of petrol kiosk. Even the company business is based on oil, it still provide side services for the customers. The company is providing services of Cyber Café, Cafeteria, Mini Mesra Mart, and Car Wash Service.

The target market of this company is the consumer of oil or fuel that stands from all level of communities, as for the lower, middle and high-class level that owns transportation.

This company will set up immediately after the Petronas Sdn. Bhd. opens an offer in the year of 2005, for any Malaysian that is interested of being an Entrepreneur by setting up a business of petrol kiosk. In this offer, the Petronas offers a privilege to the Malaysian by providing building on the chosen land that is appropriate to set up the business. This offer is offered to anybody who is ready to be an entrepreneur as long as he or she has the capital of RM 100,000 of cash in hand and RM 60,000 as the guarantee from any bank in Malaysia. Besides that, at the year of 2005, the Telekom Shop Sdn. Bhd. will once again open an offer for any Malaysian to open a Cyber Café by providing the conveniences of supplying computers and the Internet access. They allow them to pay

installment for a year, two or even three years. Therefore, this company will make a deal with both companies, that is the Petronas Sdn. Bhd. and the Telekom Shop Sdn. Bhd in order to run the business.

As for the location of the business itself, we chose a land in the area of Larkin, which is situated near to the flyover that links the road from three areas, Larkin, Kempas and Skudai. By the mean time, it is situated near the highway to Johor Bahru city and the causeway to Singapore.

From the prospect of the Star Consultation Group, we find that the company has the potential of being one of the businesses that will have a rapid development. This can be seen because the Petronas oil product itself has been a favorable product to all the consumers. By the mean time, the customers also is going to be much more advance in having a good services for their own benefits. So the company offers this kind of services for the convenient of the customer itself.

The company is a partnership company. There are three partners as the owner of the business. Even though, it is a partnership, the business will be fully managed by the former owner, Mr Hameed bin Mydin as the manager of the company, Hameed Enterprise.

As for the preparation, the manager will be given a special course in managing the business. Therefore, all the preparation will be assist by the Star Consultation Group as