



MARA UNIVERSITY OF TECHNOLOGY

ETR 300

AMA HARDWARE SDN BHD

**PREPARED FOR:
CIKGU RAJA ROSLAN BIN ABDUL RAHMAN**

PREPARED BY:

NOR AZAM BIN AHMAD	98094514
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MOHAMAD FAIZAL BIN MAMAT	98094123



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

Tarikh : 20/7/2000
Surat Tuan :
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KEPADA SESIAPA YANG BERKENAAN

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Pengurusan dan Perniagaan 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.	Nor Azam bin Ahmad	98094514
2.	Mazli bin Zulkepli	98094082
3.	Mohamad Faizal bin Mamat	98094123
4.	Noraszaini bin Ismail	98094601

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,

SHAHARIAH H.J. OSMAN
Ketua Kursus DBS
UiTM Kampus Alor Gajah Melaka.
b/p Provos

Diploma In Business Study,
Faculty of Business and Management,
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Cikgu Raja Roslan Bin Raja Abd Rahman,
Tutor ETR 300,
Mara University of Technology,
Alor Gajah Campus,
KM 26, Jalan Lendu,
78000 Alor Gajah,
Malacca.

30 October 2000

Cikgu,

CESSION OF BUSINESS PLANNING REPORT

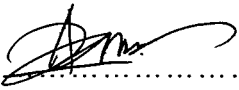
Refer to above, we proud to give business planning that we have executed as to complete need in subject ETR 300.

2. Business planning that we done is a proposal that involve cleaner service. We agree that the company title is AFMA Hardware Sdn. Bhd.


3. So, we hope that Cikgu will be satisfied with what we have done.

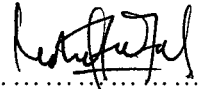
Thank You,

Yours Faithfully,


.....
(NOR AZAM AHMAD)
98094514


.....
(MAZLI ZULKEPLI)
98094082


.....
(NORASZAINI ISMAIL)
98094601


.....
(MOHAMAD FAIZAL MAMAT)
98094123

1.0 INTRODUCTION

A world of entrepreneurships and business is a field of economic that returns profit. But it needs patience and concentration. Prophet Muhammad said '9 over 10 our rezeki come from business. For this reason we take an initiative to involve in business as a supplier and seller hardware. Business actually needs bravery and commitment in facing any barriers or problem. Besides that it also need high spirit, creativity and able to seek any chances that involve in new era at business. So that Bumiputra need preparation from aspect physical mental and spiritual.

Industrial development in Malaysia has growing up and that why Malaysia has turn from small industry to big industry. High demand in this industry has become a focus by producer. So we agreed to establish a partnership business called AFMA Hardware Sdn. Bhd. that act as intermediaries between supplier and customer.

We hope that the establishment of our company becomes a prentice to all other Bumiputra to involve in this business.

1.1 Scenario of Economy

Industry

Increasing in construction sector, it can be support to Bumiputra entrepreneurship that wants to involve in this sector. Demanded for construction material had increase and this given opportunity to Bumiputra entrepreneurship to involve in this business.

Consumer

Consumer that realize to save in life style and concept “do it your self” cam make there own renovation their house.

In increasing in construction sector also will tend to increase in commercial consumer demanded like contractor to involve in hardware business.

Promotion

Markets that involve industrial goods have little activities that can be performance. For information product and Services Company can perform indirect promotion activities. It can be done by make a good relationship between contractor house develop and also government.