



**UNIVERSITY TECHNOLOGY OF MARA
FACULTY OF CIVIL ENGINEERING**

ENTREPRENEURSHIP (ETR 300)

Projet Car Wash

NO 1, JALAN 13 / 58A,
SEKSYEN 13,
40100 SHAH ALAM,
SELANGOR DARUL EHSAN.

PREPARED FOR
MR. RUSLAN ABD. RAHIM
(MEDEC)

PREPARED BY

MOHD FAKHRUDDIN SARIB
2000118763
MOHD RIDZUAN YAAKOB
2000118207
SALMAN AHMAD ZAMIL
2000569569
NURHIDAYAH ANUAR
2000429395
NABIHAH ABD AZIZ
2000429159
NOORMALA AZME
2000118008

GROUP

6 B 1

DATE OF SUBMISSION
24th SEPTEMBER 2003

24/9/03
P-S'

GROUP MEMBERS





**UNIVERSITI
TEKNOLOGI
MARA**



Bangunan MEDEC (Blok 13)
Intekma Resort & Convention Centre
Universiti Teknologi MARA
Seksyen 7, 40000 Shah Alam
Selangor, Malaysia.
Tel. : 603-55225466
55225461
Fax : 603-55225467

Tarikh : 31 Julai 2003
Surat Kami : 500-MEDC(15/2/I)

KEPADА SESIAPA YANG BERKENAAN

Tuan/Puan,

PER: ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar Fakulti kejuruteraan Awam yang sedang mengikuti matapelajaran Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) - UiTM pada semester ini.

Salah satu daripada syarat di dalam mata pelajaran tersebut ialah pelajar-pelajar dimestikan menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek perniagaan yang mereka pilih.

Pelajar-pelajar berkenaan ialah:

1. Salman Ahmad Zamil	821219-71-5085
2. Noormala Binti Azme	821218-10-5760
3. Mohd. Fakhruddin Bin Sarib	820501-10-5809
4. Nurhidayah Binti Anuar	820425-01-6184
5. Mohd.Ridzuan Bin Yaakob	820711-14-5411
6. Nabihah Binti Abd. Aziz	821103-0505214

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Terima kasih.

Yang benar,

LAILA BINTI MOHAMMAD KAMARUDDIN
Pensyarah MEDEC

RR/myma.

CONTENT	PAGE
• Acknowledgement	3
• Introduction	4
1. Executive Summary	5
2. Background of Business	6
3. Business Agreement	7
4. Partner's Agreement	8
5. Background of Partner	9
• Administration Plan	16
1. General Business Objective and Mission	17
2. Introduction of Organization	18
3. Organization Chart	19
4. List of Administration Personnel	20
5. Job Description	21
6. Remuneration and Incentive Workers	22
7. Remuneration Table	23
8. Salary Forecast	24
9. Other Expenditure	25
10. List of Office Furniture and Fittings	26
11. Administration Budget	27
• Marketing Plan	28
1. What is Marketing	29
2. Introduction	30
3. Competitive Analysis	31
4. Mission Statement	32
5. Services and Rates	33
6. Marketing Trend	34
7. Marketing Needs	35
8. Target Market	36
9. Situation Analysis	37
10. Psychographic Segmentation	38

11. Market Size	39
12. Strength and Weaknesses of Competitors	40
13. Market Share	41
14. Market Share (2 weeks)	42
15. Sales Forecast	43
16. Marketing Strategies	44
17. Marketing Budget	48
• Operation Plan	49
1. Aim of Operation Plan	50
2. Operation Process	51
3. Operation Hours	52
4. Process Flow Chart	53
5. Conventional Symbol	54
6. Operation Personnel	55
7. Job Specification	56
8. Schedule of Remuneration	57
9. Schedule of Forecast For Remuneration (3 years)	57
10. Remuneration And Incentive For Workers	58
11. Service and Rates	59
12. Schedule of Machines	60
13. Schedule of Forecast For Operation Overhead a Year	61
14. Schedule of Forecast For Operation Overhead (3years)	62
15. Schedule of Purchases	63
16. Schedule of Forecast Purchase a year	64
17. Schedule of Forecast Purchase (3 years)	65
18. Operation Cost For a Car (1.0 L – 2.0 L)	66
19. Transformation Process	67
20. Operation Budget	68
• Financial Plan	69
• Appendix	