



ADFR COMPANY

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ADFR Company is a company that produce magic table from the wood that located in International Sea Complex Federal Territory of Labuan that allows the entire family and tourist to have their table to put their things such as books in that table and needs satisfied in one convenient location. ADFR Company serves men, women, and children and especially students who need their own place to study.

While there are many "quick magic table" like ADFR Company, ADFR Company will excel due to its attention to detail regarding customer service. Through unheralded customer attention, ADFR Company will slowly but surely gain market share as it services the entire family, creating long-term relationships. ADFR Company location will allow it to attract a lot of walk in traffic.

People across Malaysia have decided to use our services when they want to fulfil their need, for example to have their own table that made by through different colour style. ADFR Company has foreseen this opportunity to provide the finest and highest quality of table style to all people, despite their age or gender. This has shown that ADFR Company has the calibre to be one of the most successful Table Company in Malaysia.

We, ADFR Company, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to take care of their items, ADFR Company sees this as a way to prosper in this market, by taking advantage of all these people's need.

ADFR Company will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. ADFR Company is completely confident that it will be able to pay the loan back including the interest payment in the loan given.

2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors

and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that ADFR Company will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

ADFR Company has asked from Maybank for a loan up to RM 50,000 so that it can build itself in this business. The other RM 80,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each.

The financing will be used to purchase a start-up assets like equipment, furniture and fittings, and store front, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. ADFR Company has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

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3.0 Company Background