

MARA UNIVERSITY OF TECHNOLOGY  
KOTA KINABALU CAMPUS

ETR 3000

PERMAI DECO SDN BHD

PREPARED BY:

DANIEL LEONARD	2001205176
WERFERIDE B. MUKAU	2002281589
FAUZANAH BIE. AHMAD	2001646903
JOEL J. MODUYING	2002602490
MOHD HAIRULLIZAM B ASMAT	2002150733

<b>Content</b>	<b>Page</b>
Submission Letter	1
Letter of Appreciation	2
<b>1.0 MANAGERIAL PLANNING</b>	
1.1 Introduction to Business	1
1.2 Company Background	2
1.3 Background of Partners	4
1.4 Letters of Agreement	9
1.5 Application Letter	12
<b>2.0 ADMINISTRATION PLANNING</b>	
2.1 Introduction to Organization	14
2.1.1 Administration Objectives	15
2.1.2 Administration Strategies	15
2.1.3 administration Structures	15
2.2 Employee's Incentives	16
2.3 Organization Chart	17
2.4 Schedule of Tasks and Responsibilities	18
2.5 Schedule of Remuneration	19
2.6 List of Office Equipments and Supplies	19
2.7 Schedule of Administration	20
2.8 Schedule of Administration Expenses	20
2.9 Office Plan	21
2.10 Location Plan	22
<b>3.0 MARKETING PLANNING</b>	
3.1 Marketing Analysis	24
3.2 Marketing Form	24
3.3 Market Size	25
3.4 Target Market	25
3.5 Customers	26
3.6 Competition	26
3.6.1 Advantages and Disadvantages of The Competitor	26
3.7 Products and Service	27
3.8 Market Share	28
3.8.1 Percentage of Market Share Before The Entry of Permai Deco Sdn. Bhd.	30
3.8.2 Percentage of Market Share After The Entry of Permai Deco Sdn. Bhd	30
3.9 Introducing of Forecast Sales	31
3.9.1 Sales Forecast For The First Year 'Permai Deco Sdn. Bhd' in Year 2005	31
3.9.2 Sales Forecast for the second Year (2006) and Third Year (2007)	32
3.10 Marketing Strategies	32
3.10.1 Product/Service Strategies	32
3.10.2 Pricing Strategies	33
3.10.3 Place/Distribution Strategies	33



## 1.2 COMPANY'S BACKGROUND

Address: Taman Indah Permai, 88450 Menggatal, Sabah.

Permai Deco Sdn Bhd is a company that runs the furniture business. It is the first furniture store opened in the Indah Permai housing area. We are selling and distributing house or office furniture such as sofa, cabinet, rack, bed, chair etc. However, Permai Deco giving more attention to the made of woods product especially product of rattan as our specialties.

Number of registration:

Located at the Indah Permai shopping area, Permai Deco is the first furniture shop opened here to meet the consumer's demand. The Indah Permai resident will no longer have to go as far away to look for furniture, but only a step away. Permai Deco is not only for people living around this area but aiming its customer along the Sulaman road.

Permai Deco are confident for having all the consumers attention by having a finest quality furniture at a low price and affordable. We will make sure our product are updated and in-flow with the trend to be competitive in the market. With our easy-payment skim, we are optimist to having and dealing with customer from low family status to average status especially student of IPTs around this area. This is the only way for us to contribute or helping them. Thus, helping them to live in a better way.

Our only business rival along the Sulaman road are located near the Customs Headquarters. We didn't taking them as our enemy but as our health competitor and making them as our benchmark to ensure Permai Deco are always ahead over them.

## 2.0 Administration Plan

### 2.1 Introduction to organization

Business address: Permai Deco Sdn. Bhd,  
Taman Indah Permai,  
88450 Menggatal,  
Sabah.

Type of building: Double-storey shop lot.

Infrastructure:

Main road – the location site is near to the main road and it makes our showroom easier been seen. It also provides a good transportation system.

Electrical supplies – the location is nearest to the housing area.

Water supplies – it has a very good pipeline system.

Telephone and internet network – it is very important as a first choice communication with customer to make an order or to get information about our business.

### 2.1.3 Administrative Structure

To create a successful organization based culture developments, the administration departments have formed an organizations based on their own function. This is because all the responsibilities on the member can be done with effective and efficiently.

The responsible are includes to produces a high quality of products, to market the products, controlling the financial budget, well administrative for the