



MARA UNIVERSITY OF TECHNOLOGY

DIPLOMA INDUSTRIAL CHEMISTRY

BUSINESS PLANNING (ETR 300)

TITLE : PRODUCTION OF LUSTER BOX

No, 7, Pt. 1260, Jalan Arau, Jejawi, 02600 Arau, Perlis.

PARTNERSHIP:

AMINAH HAJI MAT TAIB	98128553
SYAZLIN ELIZA ABDULLAH	98128706
ROSFIZATUL AKMA ROSLY	98131590
SURIYANI BT. GHANI	97302604
SH. SYAWALINA FARAWAHIDA	
SYED MOHD SUHAIMI	98129702

DATE : 9/10/2000

Business planning recognition letter

Acknowledgement

The view of Luster box

INTRODUCTION	1
Purpose	2
Background of the business	3
Background of partners	4-8
Location of project	9-11
Agreement of the business	12
Advantages of partnership	13
Logo ang logo explanation	14
ADMINISTRATION PLANNING	15-24
MARKETING PLANNING	25-37
OPERATION PLANNING	38-47
FINANCIAL PLANNING	48-58
JUSTIFICATION	59
ENCLOSURE	

INTRODUCTION

LUSTER FUTURISTIC (LFR) is a partnership company, which consists of five members all together. Our company is capable to distribute and produce our own product namely "kotak limbahan". It is able to solve our problems that involve with environment cleanliness for those who want a perfect quality of life. This product is specialized in the kitchen side especially under the sink where waste material can be sieve before it flow to the drain.

Our company choose this product for majority of housewives especially for those who concern about cleanliness in their kitchen and the surroundings of their house. Hence, we took this initiative to fix up this situation by launching of this product as a requirement for every home.

At this moment, the only single manufacturer of this product was only at Sik, Kedah. So in expanding this product to the public, we think that we could. The location that we had choose for our business is at Jejawi, Kangar. According to the research that have been done before this, the product has shown a positive effect where it is durable, high quality and water pollution can be overcome effectively. Furthermore, it is also guaranteed that it won't effect anything to human's health and their surroundings.

PURPOSE

- The business plan is prepared by Luster Futuristic company to obtain a loan from the bank Islam Malaysia Berhad, for the amount of RM 100,000 for 5 years with the rate of RM 20,000 per year. The loan is to increase our business capital.
- It is also hope can be as a guideline or information for starting a business and after that to run the business by following the right procedures.
- It is also for the use of the suppliers. With this business plan, it can give a confidence and some information to them to supply the raw material needed whether trough cash or credit.
- This business plan also can give information to the customers about the existence and the ability of this business in fulfilling their wants.

BACKGROUND OF THE BUSINESS

Name of the business : LUSTER FUTURISTIC (LFR)
Business address : No. 7, Pt. 1260, Jalan Arau, Jejawi, 02600 Arau, Perlis.
Correspondence : -same-
Telephone number : 04 – 9766271
Form of business : Partnership
Main activity : Produce a water treatment system called LUSTER BOX.
Date of commencement of Business : 1 / 1 / 2001
Date of business registration : 30 / 10 / 2000
Name of Bank : Bank Islam Malaysia Berhad
Type of account : current account
Equity contribution : RM25,000