

**HAPPY LANE SDN. BHD.**

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## **INTRODUCTION**

Happy lane Sdn. Bhd. was established for the purposes of bowling services. Our bowling business are not only focus to the bowling entertainment, but also to the cafeteria which is included in our premise as one of the business strategy to attract consumer from Malaysia especially in Sungai Petani, Kedah Darul Aman.

These companies are develop by the combination of five shareholders. So, our company or our organizations are develop based on the partnership act 1956. This company is located at 06-19-25, Central Square Complex, Jalan Sungai Petani, Kedah Darul Aman.

These companies are develop to provide the facilities to people around Sungai Petani, Alor Star and a little bit in Penang to involve in this new era bowling entertainment. Beside that, we also would like to reduce the unemployment in Malaysia especially to the indigenious.

Our organization also develops in fully indigenious workers. So, with the development of our organization we hope that the indigenious businessmen are attracted to follow. This is because nowadays, non-indigenious like Chinese are monopolizing the business.

Our organization is expected to operate at the date of 1<sup>st</sup> July 2000. Here, we hope that the consumers are satisfied with the performance of our business. We also would like to hope that this bowling entertainment business being a profitable business in the future.

**BACKGROUND OF THE COMPANY**

**Name:** Happy Lane Sdn. Bhd.

**Address:** Lot 06-19-25,  
Central Square Complex,  
08000 Sungai Petani,  
Kedah.

**Letter Address:** As above.

**Tel no.:** 04-2563323

**Business type:** Sendirian Berhad. (Partnership)

**Main Activities:** Bowling entertainment.

**Date established:** 1<sup>st</sup> July 2002

**Registration date:** 2<sup>nd</sup> October 2000.

**Registration no.:** 34-7898989-10

**Cash capital:** RM1,000,000

**Loan capital:** RM600,000

**Bank:** Bank Islam Malaysia Berhad (BIMB)

**Account no:** 5-7896856-7

## **BACKGROUND OF THE PROJECT**

### **Site and the location of the project**

We would like to develop our business organization in the area of Sungai Petani. We choose this area of Sungai Petani is because of the indigenous population are the majority population. So, the expected consumers are able to find here as chosen in our marketing plan.

