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BUSINESS NAME

TROLL BROTHERS ENTERPRISE

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EXECUTIVE SUMMARY

TROLL BROTHES ENTERPRISE is a company run by several members who form a partnership in order to be successful in the business world. It is located in Bandar Sultan Suleiman which is very near to the Klang Port. The company supplies cement to the construction company and also to the hardware shop or outlet.

While there are many cement company like us, TROLL BROTHERS will excel due to the customer service provided. Customer satisfaction is our main priority. In order to ensure our customers satisfy with our service, we provide free delivery for the cement and it does not require much time to deliver the cement to them. We also treat our client nicely and they will feel comfortable when negotiating with us since we provided a convenient office.

The TROLL BROTHERS ENTERPRISE saw the opportunity that this business has the potential of success if it is handled efficiently. There will be a high demand for cement from many companies since Malaysia is a fast growing country. TROLL BROTHERS ENTERPRISE sees this as a way to prosper in this market, by taking advantage of all these people's need.

1. Introduction

1.1. Name of the Business

TROLL BROTHERS ENTERPRISE

1.2 Nature of Business

Troll Brothers Enterprise is cement supplier. We have supply the variety of cement. We believe that in Malaysia lack of cement supplier. So we decide to start a new type of business

1.3 Industry Profile

Service Industry

1.4 Location of the business

Lorong Sultan Suleiman 25, iks, Taman Perindustrian Sultan Suleiman, Bandar Sultan Suleiman, Port Klang, 42000, Selangor. We choose this place because the price rate is cheap and affordable.

1.5 Date of business commencement

The date of our business commencement is on 1st January 2018

1.6 Factor in selecting the proposed business

The factor that we select this business because in Malaysia lack of cement supplier and we want to supply variety type of cement to our customer especially in Malaysia.

1.7 Future prospects of the business

We would like to be successful so that we can be the main cement supplier in Malaysia.