



**FACULTI OF CIVIL ENGINEERING
MARA UNIVERSITY OF TECHNOLOGY
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**ENTREPRENEURSHIP
ETR 300**

**DECO STONE ENTERPRISE
CORRIAN PLASTER
(POLYCRYSTALLITE)**

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BUSINESS PLAN BRIEF

Introduction

Deco Stone Enterprise is consists of 4 board members. The business is in partnership form. We choose partnership because it easier to obtain financial support from financial institution or suppliers.

Our product is new in Malaysia. We used natural ingredient to produce polycrystallite. In Malaysia, many people used tile and marble as the floor finishing. With this product, we can decorate their floor, wall, tabletop and cabinet more beautiful and the advantages using our product is more than tiles and marble. This will be explaining in operation section.

As the product is new, we have to attract buyers and consumer by promoting this product in many ways.

Deco Stone Enterprise will start operate on 1st January 2004 at Lot A101-102, Kota Danau, Sungai Dua, Pulau Pinang.

Administration aspect

This covers the organization structure of our board members. The organization structure consists general manager which also the administration manager, marketing manager, finance manager and operation. This organization structure is easy to understand by all the workers. Our office and workshop situated at different place. The office is situated at the center of people while our workshop situated at the industrial area in Sebarang Prai. This is because the process to produce polycrystallite discharge heats and has bad odour. Therefore we have to locate the workshop at a suitable place.

Marketing aspect

Since our product is new in market, our marketer plays very important role to search a market. The promotion of this product must be wide all over north of Malaysia and that includes Pulau Pinang and Kedah. Research has to be done to know our competitors and know the strategy. Actually we don't have competitors in Malaysia but we consider tiles and marble as our competitors because they're also house finishing. Tiles and marble is a well-known finishes and been used for a long time. This quite hard to determine customer that our product is better than the them.

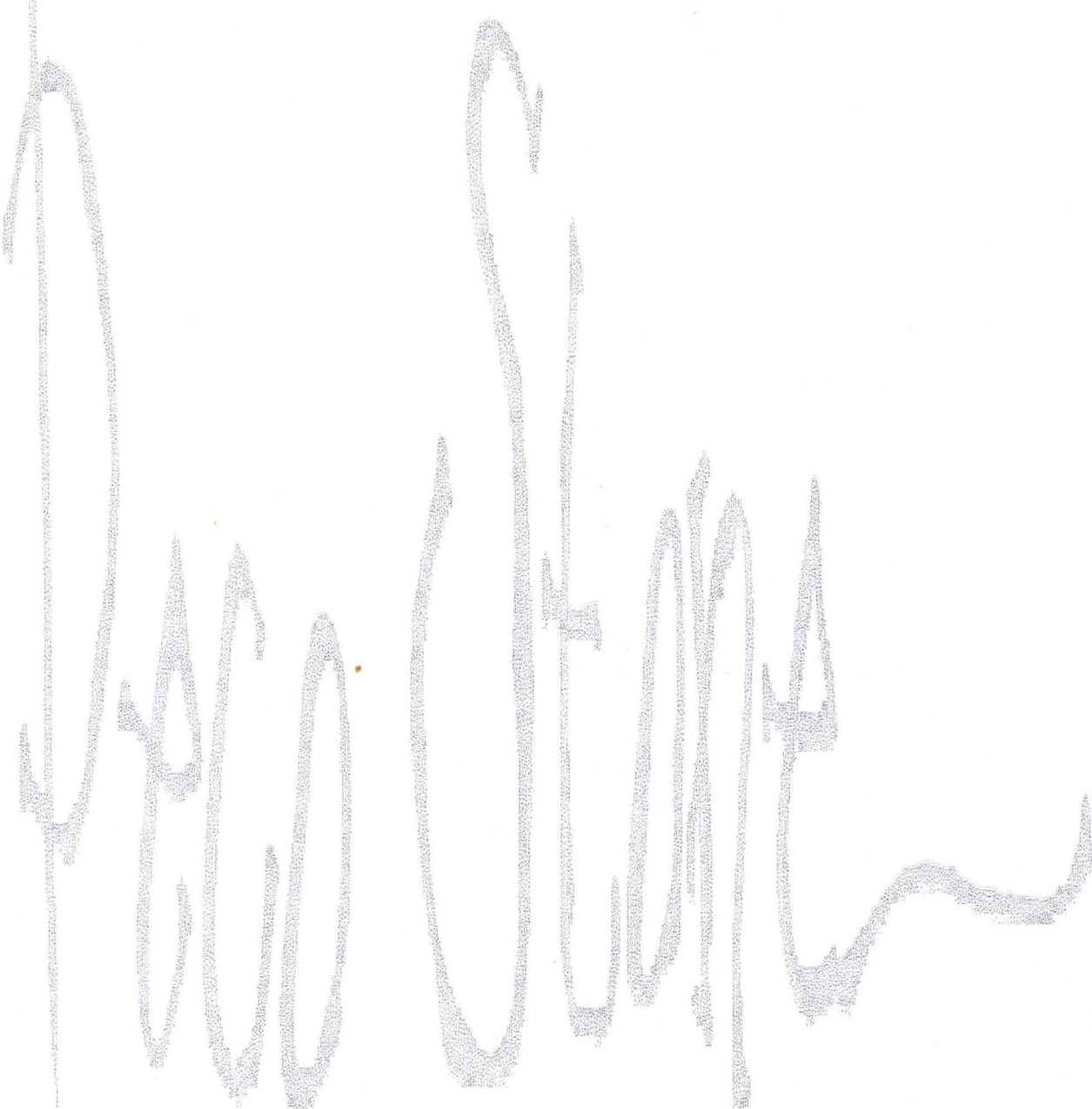
Financial aspect

As our company is new, financial manager has to make sure our budget is within the limit and we can get enough profit. The finance has to record all expenses to make sure the money flow is known and can be detect.

Decor Stone

Operation aspect

Has to control the product at a good quality and the raw material is in the budget of company. She also has to guide the workers to do a good work and design a good pattern and use variety of filler from time to time. This is to make sure we can attract lots of buyer.



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