



MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS
02600 ARAU, PERLIS

ENTREPRENEURSHIP
(ETR 300)

- POLY-PIPING SDN.BHD. -

Prepared By:

AKHIRUL NIZAM BIN OTHMAN
2000168232

KHAIRUL AMRI BIN SAYUTI
2000112621

MUHAMMAD FAIZAL BIN ABD. MAJID
2000112614

MOHD EZUAN BIN AB. RAHIM
2000112726

Prepared For:

EN. MOHAMED ZAIN BIN IDRIS



1.0 INTRODUCTION

Name of business

Poly-Piping Sdn. Bhd.

Type of business

Private Limited Company

Location of Business

The location of our business is at Alor Setar, Kedah Darul Aman. Alor Setar is a capital state of Kedah and its also one of the main city in Malaysia. For our business, Alor Setar is a strategic location and there are a lot economic activity carried there as we have done observation to the number of people who lives there, number of people who come to the shopping complex, shop of business and number of competitor there. This is important evaluation due to its will determine the achievement of our business. As an hardware shop, it is accessible to the customer to come.

Address of the Business

60 B, Jalan Bakar Bata,
Alor Setar, Kedah Darul Aman.

Date of Commencement

1 JANUARY 2004

Initial Capital

RM 220,000.00



Factor influence in choosing business

- a) The main factors why we choose this business because as a developing country, there are many of projects are planning to done especially for the construction project. For the project which in progressing, its need material like pipe, sanitary and other else. Therefore we desire to supply and sell this material.
- b) Easy for customer especially contractor to get the pipes and material of sanitarian while we make the profit.
- c) To prove that Bumiputera also can involve in business while at the same time acts as competitor to the other business.

Business Potential

It is a very bright future business due to people lives in the city which has a problem of their pipe and sanitary system. They have a right place to go if they faced their problem and want buy a new pipe for their uses. For government and private sector like Jabatan Kerja Raya (JKR) and contractor, our business have supply them the requirement of pipe in many type of sizes. Therefore we are positive about our business to go well.

CONTENTS

•	LETTER OF APPROVAL	
•	GENERAL PLAN	1
	1.0 INTRODUCTION	2
	1.1 SHAREHOLDERS AGREEMENT	5
	1.2 BUSINESS BACKGROUND	8
	1.3 PURPOSE OF BUSINESS PLAN	9
	1.4 SHAREHOLDERS BACKGROUND	10
	1.5 DESCRIPTION OF LOGO	14
•	ADMINISTRATION PLAN	16
	2.0 ADMINISTRATION PLANNING	17
	2.1 ORGANIZATION STRATEGY	18
	2.2 PLAN OF OUR COMPANY	19
	2.3 MAP OF OUR COMPANY	20
	2.4 ORGANIZATION CHART	22
	2.5 BUSINESS LOCATION	23
	2.6 BASIC INFRASTRUCTURE	24
	2.7 ADMINISTRATION PERSONNEL LIST	26
	2.8 LIST OF MANAGEMENT STAFF	27
	2.9 JOB SPECIFICATION	28
	2.10 LIST OF OFFICE FURNITURE, FIXTURE AND FITTING	31
	2.11 SCHEDULE OF REMUNERATION SCHEME	33
	2.12 SHARE DISTRIBUTION	34
	2.13 ADMINISTRATION EXPENSES	35
	2.14 WORKER INCENTIVE	36

• MARKETING PLAN	38
3.0 MARKETING PLAN	39
3.1 MARKETING CONCEPT	40
3.2 TARGET MARKET	41
3.3 MARKET SIZE	44
3.4 COMPETITORS	46
3.5 MARKET SHARE	50
3.6 SALES FORECAST	53
3.7 MARKETING STRATEGIES	54
• OPERATION PLAN	61
4.0 INTRODUCTION OF OPERATION PLAN	62
4.1 RESPONSIBILITY OF OPERATION SECTION	62
4.2 GOAL AND TARGET	63
4.3 FUTURE PLANNING	63
4.4 THE OPERATION PROCESS	64
4.5 STEPS OF OPERATION	66
4.6 SERVICE PROVIDED	67
4.7 WORKING HOUR	67
4.8 DUTY OF WORKERS	68
4.9 SALARY OF OPERATION WORKERS	70
4.10 MACHINERY COST	71
4.11 MACHINERY OPERATION COST	72
4.12 TOOL AND ANOTHER NECESSARY	73
4.13 LAYOUT	74
4.14 RENOVATION COST	75
4.15 ARRANGEMENT OF PIPE AND FITTING	76
4.16 WAREHOUSE ARRANGEMENT	77
4.17 PAYMENT FOR FIRST MONTH PRODUCT	80
4.18 SUPPLIER	97