

UNIVERSITI
TEKNOLOGI MARA
KAMPUS ARAU

SUNFLOWER CAR
RENTAL

PREPARED BY:-

ZURAIDAH ABU BAKAR

98412665

SURIYATI ALI

98186333

HASANAH SAID

98496033

NORLIANI HUSIN

98496456

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SINOPSIS

Sunflower Car Rental is a new business that provides car for rent. The car is suitable for any activities like tour and businesses. It's also suitable for individuals, family and group. It gets higher demand among tourist and businessman. Other than that, factory sectors are also demand for cars. It is because Penang was one of Malaysia industrial sector. Furthermore this company also does collection of car and sent the car direct to the customer or takes the car at the airport.

Preface

Sunflower Car Rental is expected to be operated its operation on 1st January 2003. At the moment it still in preparing its business plan process. Much registration has to be done for the example, with the JPJ, Tourism Center and many more. Before we start our business and make a transaction to buy our cars, we must registered our company and fill form to get a permit of each car. After that we must make sure that all the road-tax are commercial. And then we can buy these cars. This business is situated at Farquhar Street and one counter at Penang International Airport.

Capital

Capital needed to form this business is RM 187,808. It is used to pay deposit,

registration to buy office equipment cars and others.

Marketing Aspect

The markets that have been recognized are the whole Penang, Seberang Prai and Kulim. Marketing strategies are in term of price, place, promotion and quality services. This business had competitors especially at the Penang International Airport but it will not disturb the market because the demand for car are very high.

Administration Aspect

This company has four managers. They are general manager, marketing manager, operation manager and financial manager. Each of them will do their work according to their department.

Operation Aspect

This company delivered car straight to customer after reservation was made. To makes sure operation always on its track rental representative and assistant was discharged.

BUSINESS BACKGROUND

NAME : SUNFLOWER CAR RENTAL

ADDRESS : LIM LEAN TENG MANSIONS
(INFRONT OF EASTERN & ORIENTAL HOTEL)
FARQUHAR STREET 10200
PENANG.

TELEPHONE : 04-2635115

FAX : 04-2631723

E-MAIL : SUNFLOWER_CR @ PO. JARING. MY

COUNTER ADDRESS: PENANG INTERNATIONAL AIRPORT
11900 BAYAN LEPAS
PENANG.

TELEPHONE : 04-6430218

FAX : 04-6426666

TYPE OF COMPANY: PARTNERSHIP

MAIN ACTIVITIES : RENT A CAR

STARTING DATE : 1ST JANUARY 2003

REGISTRATION NO: NOT YET RECEIVED

PAID UP CAPITAL : RM 46,952 each

NAME OF BANK : MAYBAN FINANCE

ACCOUNT NO.