

A decorative border with intricate floral and scrollwork patterns in a golden-brown color, framing the entire page.

# **BUSINESS PLAN**

## **ETR 300**

### **G & E PETROL STATION ENTERPRISE**

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## **1.0. INTRODUCTION**

‘G’ which stands for GENIALITY and ‘E’ stands for ENERGETIC. The combination of both alphabets ‘G’ and ‘E’ forms the name of our business that is G & E Enterprise, which provides petrol pumping the easy way. Our business is a partnership business, which is governed by the Partnership Act 1961 and registered under Registrar of Business (ROB) in Butterworth. G & E Enterprise is situated at 3456A, Lorong Selasih 1/3, Taman Selasih 09000 Kulim, Kedah Darul Aman. As an overview of this industry, PETRONAS has many competitors such as Shell, ESSO and BP. In the area that we choose, there are three competitors but most of them failed to attract customers to come to their station.

As we are moving towards the new era, PETRONAS has made it easier for the customers to purchase petrol through Q-PAY. Q-PAY is a new system where customers do not have to step out from the car to pay for petrol purchased but on the other hand, they only have to pay on the pump isle where a cashier is stationed on every one of it. Q-PAY is only meant for those customers who want to pay by using cash and for those who are using credit cards they can easily scan their card on the pump island.

To make it much easier for the customers, we also provide special services only during slow hours where our pump attendants will check the engine, battery water, clean the windows and tires, change the black oil, throw any rubbish from the customers vehicle and any other services that the customers need.

Our station also provide *MESRA* Shop which has four corners, one corner is for fast food selling such as pizzas, hot dogs and burgers which can be reheated, *Chill-Out Zone* is a self service corner for those who wants to buy drinks, *Sit & Relaxed* corner is for our customers who are waiting for their food to be reheated and also for those who wish to buy reading materials such as newspapers, magazines, bulletins and many more. On this corner also, we provide pastry and cookies selling. The fourth corner is the *Shop till' You Drop* corner where we sell snacks, frozen food and dairy products, toiletries items, health and beauty products, household products, stationary, gifts and souvenir items, car product, audiovisual, food services, Tele-post and other non royalty goods.

In future, we are going to provide other types of services such as selling of Proton genuine parts, EAZYWAY, Photostat service, ATM MEPS (Bank Islam), FedEx, E-PAY, mini post and pay phones.

There are two major factors, which encourage us to venture into this form of business. As we are all aware of, the growing population here in Malaysia has given an enormous impact to the motorcar industry. Increasingly Malaysians are able to own a car for themselves, as it has been a necessary item to make it easier for them to move from one place to the other. Therefore, as the demand for motorcars increases the demand for petrol will also increase, as there is a close relationship between car and petrol. The second factor is related with the price of the petrol itself. Petrol price are under the Governments' control. When the Government controls price, not all the franchisees are allowed to increase the price of the petrol to a much higher level.