

# MARA UNIVERSITY OF TECHNOLOGY

## ENTREPRENEURSHIP

ETR 300



CASA FLOOR

## CASA FLOOR ENTERPRISE

### PREPARED BY:

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## INTRODUCTION

**CASA FLOOR** is a company which give customers services of installing laminate wooden floor. Since this product is very new to the customers in Pulau Pinang, Alor Setar , Sg. Petani as well as Perlis, we had decided to open this ' one of the kind ' shop in order to gives service for those people who really interested and who really can afford it. We had properly chosen G20 & G21, SP Plaza, 08000, Sg. Petani,Kedah.

**T**he location that we had chosen is provided with all facilities. Besides that, it also one of the famous place in Sg.Petani. This place is situated at the famous Sg. Petani Plaza which is the popular shopping complex in Sg. Petani. This shop is 452.5 square feet. Our business target is for those who lived in a medium class and absolutely high class people in.

**W**e are going to operate our business on the 1<sup>st</sup> January 2003. We had already considered some factors before we had decided to start our business The factors are:

1. Since this type of flooring is very popular in KL, we confidence that it will have a good prospect in the Northern areas.
2. There are various types of wooden floor that we had offered which not only elegant, but very affordable for those who are interested.
3. There are a number of people who like to have a new look in their home flooring besides using tiles, mosaic, parquet and others.

**BACKGROUND OF COMPANY**

Name of the company : CASA FLOOR ENTERPRISE.  
Address of company : G20 & G21, SP Plaza , 08000, Sg. Petani ,  
Kedah.  
Correspondence address : G20 & G21, SP Plaza , 08000, Sg. Petani ,  
Kedah.  
Telephone no. :04-4312429  
Type of company : Partnership  
Main activity : Services of installing laminate wooden  
floor.  
Date of operation : 1<sup>st</sup> January 2004  
Date of registration : 5<sup>th</sup> May 2003  
Capital ( authorized and paid up ) : RM 282,000.00  
Name of bank : Bank Islam Malaysia Bhd.  
Account no. : 5-3466615-8



## CONTENT

CONFIRMATION LETTER	
CONCESSION LETTER	1
ACKNOWLEDGEMENT	3

### **INTRODUCTION**

INTRODUCTION OF COMPANY	4
BACKGROUND OF COMPANY	5
PURPOSES OF BUSINESS PLAN	6
PARTNERSHIP AGREEMENT	7
BACKGROUND OF PARTNERSHIP	10
LOGO	13
DECSRIPTION OF LOGO	15
INTRODUCTION OF LAMINATED WOODEN FLOOR	17
SPEACIALTIES OF CASA'S LAMINATED FLOOR	19

### **ADMINISTRATION PLAN**

JOB DESCRIPTION	21
ORGANIZATIONAL	23
ADMINISTRATION STAFF	24
WORKERS INSENTIVE	25
LIST OF FURNITURE	27
LIST OF OFFICE EQUIPMENT	27
ADMINISTRATION EXPENDITURE	28
REMUNERATION TABLE	29

## **MARKETING PLAN**

INTRODUCTION	30
TARGET MARKET	32
MARKET SEGMENTATION	33
MARKET SIZE	35
COMPETITION	36
STRENGTH AND WEAKNESS OF THE COMPETITORS	38
MARKET SHARE	41
SALES FORECAST	45
MARKET STRATEGY	48
MARKETING EXPENDITURE	52

## **OPERATION PLAN**

INTRODUCTION	53
CONVENTIONAL SYMBOL	54
FLOWCHART	55
SUPPLIER	59
LOCATION	60
LIST OF LABOUR FORCE	61
PROJECTED SALES	62
OPERATION COST TABLE	64
OPERATION COST PER MONTH	66
OPERATION BUDGET PLANNING	67