### UNIVERSITI TEKNOLOGI MARA PERLIS

# FUNDAMENTALS OF ENTREPRENEURSHIP (ETR 300)

#### PREPARED FOR: EN. MOHAMED ZAIN B. IDRIS

## PREPARED BY: MOHD LOKMANNUL HAKIM B. GHAZALI 2003225159

DAING MOHD HAFIZ B. HUSSIN 2003225397

WAN KAMARUZI B. WAN KAMARUDDIN 2003225333

MOHD SAFARI B. MOHD ZAIN 2003225207

HASBUL AZUANOORIZAL B. SIDEK 2003225445



# **EXECUTIVE SUMMARY**

The type of our business expose is **CONSTRUCTION MATERIAL AND SERVICES ENTERPRISE**. Our business is partnership. We sell and supply our material to the factories, workshop and individual, and also given the services, whom like to repair they house.

Our business is running at

Lot PT (B) 98, Jalan Langgar, 05200 Alor Setar, Kedah Darul Aman.

We agreed to run our business at this place because of this area would come a new business area in the future. We also want to be a competitor to non-bumiputera who conquered all the engineering business.

However, we just not only sell the tools but we will enlarge our business and sell more engineering material. We always ensure that our business achieve the standard that customer need.



## **TABLE OF CONTENTS**

NO		PAGE
	I. )RATIFICATION OF LETTER	1&2
	II. )PREFACE	3
	III. )APPRECIATION	4&5
	IV. )EXECUTIVE SUMMARY	6
	V. )BUSINESS PLAN PURPOSE	7
1.0	INTRODUCTION	
	1.1 OBJECTIVE	8
	1.2 GOALS OF COMPANY	9
	1.3 MOTTO	9
	1.4 ORGANIZATION STRATEGIES	10
	1.5 OBJECTIVE OF ORGANIZATION	10
	1.6 BACKGROUND OF THE BUSINESS	11
	1.6.1 COMPANY BACKGROUND	11
	1.7 BACKGROUND OF PARTNERS	12-16
	1.8 PARTNERSHIP AGREEMENT	17-20
	1.9 LOGO	21
	1.9.1 DESCRIPTION OF LOGO	22
2.0	ADMINISTRATION PLANNING	
	2.1 INTRODUCTION	23
	2.2 PROJECT LOCATION	23
	2.2.3 PHYSICAL LOCATION	24
	2.3 BUSINESS GOALS AND OBJECTIVE	24
	2.3.1 SHORT TERM OBJECTIVE	25
	2.3.2 LONG TERM OBJECTIVE	25
	2.4 OFFICE LAYOUT PLAN	26&27
	2.5 WORK INCENTIVES	29&29
	2.6 ORGANIZATION CHART	30&31
	2.7 THE ORGANIZATION STRATEGIES	32
	2.8 JOB DESCRIPTION	33-38



	2.9 JOB DESIGNATION	39-41
	2.10 REMUNERATION FOR	
	ADMINISTRATIVE STAFF	42
	2.11 LIST OF FURNITURE, FITTINGS AND	
	EQUIPMENT	43
	2.12 ADMINISTRATION BUDGET	44&45
3.0	MARKETING PLAN	
	3.1 INTRODUCTION	46
	3.2 MARKETING OBJECTIVE	47
	3.3 SERVICES DESCRIPTION	47
	3.4 MARKETING ANALYSIS	48&49
	3.5 TAGET MARKET	50
	3.6 MARKET SIZE	51
	3.7 MAIN COMPETITOR	52-54
	3.8 MARKET SHARE	55-58
	3.9 MARKETING STRATEGIES	59
	3.9.1 SERVICES STRATEGY	59
	3.9.2 PRICE STRATEGIES	60
	3.9.3 PROMOTION STRATEGIES	61
	3.9.4 BUSINESS CARDS	62&63
	3.9.5 BANNER (OPENING)	64
	3.9.6 BANNER (PROMOTION)	65
	3.10 MARKETING BUDGET	66
	3.10.1 MARKETING REMUATION TABLE	67
	3.11 SALE FORECAST	67
	3.11.1 MATERIAL FOR CONSTRUCTON	
	SECTOR	68
	3.11.2 RENOVATION SECTOR	68-70
4.0	OPERATION PLANNING	
	4.1 INTRODUCTION	71
	4.2 OPERATION OBJECTIVE	72
	4.3 RESPONSIBILITY OF OPERATION	
	MANAGER	73
	4.4 SUPPLIER FOR THE MATERIALS	73



	4.5 NAME OF SUPPLIER	74
	4.6 FLOW CHART TO GET MATERIALS	75
	4.7 ACTIVITY FOR CONSTRUCTION AND	
	RENOVATION SERVICES	76
	4.8 OTHER ACTIVITIES THAT	
	SIGNIFICATION MUST BE DONE	77&78
	4.9 FLOW CHART OF TENDER PROCESS	79&80
	4.10 FLOW CHART PROCESS FOR WORK	17000
	FULFILLMENT	81-83
	4.10.1 THE SYMBOL OF CHART FLOW	01 00
	PROCESS	84
	4.11 HOUR OPERATION	85
	4.12 THE QUALIFICATIONS OF WORKERS	86
	4.13 MATERIALS REQUIREMENT	87
	4.13.1 CONSTRUCTION AND	
	RENOVATION MATERIAL	87-90
	4.14 EXPLANATION OF PROCESS	91
	4.15 TRANSPORTATION	92
	4.16 OPERATION CHART	92
	4.17 LIST OF OPERATION PERSONAL	93
	4.18 SCHEDULE OF REMUNERATION	94
	4.19 MACHINE AND EQUIPMENT	94-96
	4.20 OPERATION BUDGET	97
5.0	FINANCIAL PLANNING	
	5.1 INTRODUCTION	98
	5.2 SUMMARY OF THE WORK SHEET PAPER	99
	SHEET WORK OF THE FINANCIAL	100-118
6.0	LOCATION PLAN	119&120
7.0	APPENDIX	121