

**MARA UNIVERSITY OF TECHNOLOGY  
ARAU, PERLIS.**

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**DELAQ DESIGN  
SDN. BHD.**

**NO. 27 JALAN IND. DESA AMAN 1/3,  
KAWASAN PERUSAHAAN RINGAN,  
DESA AMAN,  
08100 BEDONG,  
KEDAH DARULAMAN.**

**PREPARED BY:**

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**DIPLOMA IN CIVIL ENGINEERING 06**

**GROUP A**

## **CONTENTS**

<b>ITEM</b>	<b>PAGE</b>
I. ACKNOWLEDGEMENT	I
II. CONCESSION LETTER	II
1.0 INTRODUCTION	1
2.0 ADMINISTRATION DEPARTMENT	15
3.0 MARKETING DEPARTMENT	30
4.0 OPERATION DEPARTMENT	50
5.0 FINANCIAL DEPARTMENT	69
III. JUSTIFICATION	95
IV. APPENDICES	96

## 1.0 INTRODUCTION

**Name of Company:** Delaq Design Sdn. Bhd.

**Types of Business:** Private Limited Company

**Industry Overview:**

In Malaysia, not many company produce a standard gate iron. But now, this product come a 'need' in every house for safety guard especially in town or city. Since, the customers that have high income (economical) want something different to look their house great. So, this standard iron gate is the one housing construction to release their 'want'.

**Location:** Sungai Petani, Kedah Darulaman.

**Date of Commencement:** 1 January 2005

**Factors influencing choice of business:**

- i. This product right now becomes a 'need' not 'want'.
- ii. The marketing size will achieve because not have many competitors.
- iii. We want to produce standard gate iron.
- iv. Increase the demand in our people.

## 1.1 PURPOSE OF THE BUSINESS PLAN

This business plan is prepared by Delaq Design Sdn. Bhd. to clarify the feasibility of this industry. The purposes are:

1. To make sure financial institution or bank confidences with our proposal in the business to give loan for us. This loan use to pay all the expenditure incurred within commencement of the business.
2. To detect the pros and cons of the business.
3. As a guidance and measurement to our business so that we can estimate and predicate what will happen when we are doing this business. The main purpose is to take and action if it actual cost is more than budgeted.
4. To understand and forecast future events which may affect the business.

In conclusion, this business plan will help us to know our capability to translate the business into words. Besides, this proposal is the checkpoint before we start the business.

## **1.2 BACKGROUND OF BUSINESS**

**Company's Name:** Delaq Design SDN BHD

**Address:** No. 27, Jalan Ind. D. Aman 1/3,  
Kawasan Perindustrian Ringan,  
Desa Aman,  
08100 Bedong,  
Kedah Darulaman.

**Phone No.:** 04-4865334

**Fax:** 604-4865321

**Website:** [www.delaqdesign.com.my](http://www.delaqdesign.com.my)

**Form of Business:** Company

**Main Activity:** Produce Main Gate Product

**Date of Commencement:** 1 January 2005

**Date of Registration:** 1 January 2004

**Name of Bank:** Bank Bumiputra Commerce