

**BUSINESS PLAN  
ETR 300**

**EASTERN SURIA SND. BHD.**

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**EASTERN SURIA**

**DIPLOMA IN CIVIL ENGINEERING**  
**PART 6**  
**MARA UNIVERSITY OF TECHNOLOGY**



## EXECUTIVE SUMMARY

Easter Suria is a new company that will be operate at 34, Batu Lima, Jln Simpang Empat, 06650, Kota Setar, Kedah Darul Aman which consists of five young entrepreneurs. We has the initiative to undertakes the challenges to involve in producing and supply our product with whole heartedly. After making some research and some forecast, we have reach to a conclusion and strong believe that our product will have a bright future in market. The product, which is about to be sold, is all an essential material in doing construction work. As we know, our country is in its way to become a develop country. Rapid development is being made to achieve this goal. That is why we strongly believe that our product can be sold in market. We have this feeling that anything is not possible if we have faith in ourselves.

By venturing in this project, we hope to achieve our goal in gaining profit. Thus we could contribute to the country and nations weather directly or indirectly. We hope that one day our company will become the largest door manufacturer and suppliers not only in Malaysia but also in the world. As now we only make a few model for our product. It is our hope to widen the choices for the consumer so that they will have greater opportunities in selecting the material. Thus it will give some healthy competition to the existing company. We realize that they maybe a well known company that has established for a long time but with faith, we sure anything will go smoothly as plan.

In terms of experience, we know that we are still lacking of it but with the combination of our knowledge and the experience that we are going to face, we would be better that the others. Hopefully our efforts will not be a waste and will bring us to a same level to those who has already succeed in this field of business. We are now ready to face any challenges and obstacle to enter this field. Based on what we have done hopefully things will go as what it is plan to be.



## CONTENTS

	Page
Cover letter	i
 <b>INTRODUCTION</b>	
Executive summary	1
Acknowledgement	2
Location	3
Introduction	5
Purpose of business plan	6
Business background	8
Background of shareholders	9
Company's logo	
 <b>ADMINISTRATION PLAN</b>	
Introduction	14
Company strategies	15
Plan layout	16
Flowchart of company	17
Administration department organization	18
List of job and number of employees	19
Work responsibility	24
Contensation and benefit	28
Office equipment budget	31
Remuneration table	32
Administration budget	34



## MARKETING PLAN

Introduction	36
Objective	37
Concept of product	38
Marketing department organization chart	39
Target market	40
Market size	41
Estimation of market size	42
Competition	45
Market share	48
Sales forecast	51
Marketing strategies	57
Marketing expenditures	59

## OPERATION PLAN

Operation planning	62
Objective	63
Operation business plan	64
Operation department function	65
Operation department chart	66
Operation schedule	67
Operation activity	68
Flowchart for operation process	69
Conventional symbols	71
Furniture and office equipments	72
List of machinery	73
Job qualifications	74
Salary list and caruman workers	75
Operation overhead	76
Production plan	77
Total sales	86
Material requirements list	89
Suppliers of material list	90
Suppliers of machinery	91
Location	93
Factory plan layout	94



## **FINANCIAL PLAN**

Introduction	96
Financial department organization chart	97
Financial planning	98
Repayment of hire purchase	100
Loan repayment schedule	101
Depreciation schedule of fix assets	102
Project of implimentation cost	109
Cash flow	110
Sources of funds	113
Manufacturing statements	114
Trading profit & loss statements	115
Balance sheet	116
Break even point	126
Ratio analysis	127
Summarization	133

## **APPENDIXES**

Pamphlet
Business cards
Invoice
Types of machinery
Production process
Company registration

**EASTERN SURIA**