

BUSINESS PLAN

(ETR 300)



DREAM WORLD ENTERPRISE

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INTRODUCTION

Dream World Enterprise will be commenced on January 2003. It will locate in the Alor Setar city. It is because Alor Setar is the center of main and secondary activity for Kedah. Surely the client easy to contact or directly deal with Dream World Enterprise.

Dream World is categories under partnership business type, which start the business with RM 128000 of the capital. There are four members, which are General Manager, Marketing Manager, Operation Manager and Financial Manager. As a result, Dream World Enterprise can manage smoothly because it has efficient managers for every essential department.

The main activity of Dream World Enterprise to become as a new supplier for tiles and wallpaper and provide services for sales and instillation of the tiles and wallpaper sector like applied for building like house for purpose of floor furnishing and other uses like construction and others. But large area is needed to place their house with this equipment. Dream World is third theory of business type because of the above function activities.

Dream World Enterprise decided to do so because there will be very good demand in next 20 years or 25 years. Why? It is support by Report from '*Buku Tahunan Perangkaan Malaysia 1990*'. '*Perangkaan Penting Malaysia.1998*' and '*Pusat khidmat Kontractor*' of Kedah.said that within 2025, 2/3 of people in this blissful world would face with shortage housing problem. As civil Engineering student, we relieved the possibility to occur. Consequently, Dream World Enterprise decided to give service for sales for installation the tiles and wallpaper. In our observation, we see that there is a lot of merit of it.



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COMPANY BACKGROUND

1. **Name of Company:** Dream World Enterprise (Tiles and Wallpaper Decorator)
2. **Office Address:** 61 & 63, Seberang Jalan Putra, 05150 Alor Setar, Kedah.
3. **Warehouse Address:** 83, Lorong Perak 20, Sri Mergong, Taman Industri Ringan, 05150 Alor Setar, Kedah.
4. **Correspondence Address:** As above
5. **Telephone Number:** 04-7316118 / 04-7344228
6. **Faximili Number:** 04-731628
7. **Business Type:** Partnership Company
8. **Company Activities:** Selling and installation of wallpaper for any construction development and renovation.
9. **Date of Commencement:** January 2003
10. **Market:** Alor Setar and Kubang Pasu
11. **Initial capital:** RM 328 000
12. **Partnership Capital:** RM 128 000
13. **Loan Capital:** RM 200 000
14. **Bank:** Mayban Finance
15. **Business Account:** Current account