

S

MARA UNIVERSITY OF TECHNOLOGY

**ENTREPRENEURSHIP
(ETR 300)**

**AZFILLA SDN. BHD.
BOOK STORE & STATIONERY**

NOR AZURA OSMAN 99032548

SITI NOR LAILA MUSA 99033240

NURUL AZUWA MOHD ARIFF 99032914

RAFIDAH MIOR ABDULLAH 99032960

**DIPLOMA IN ACCOUNTANCY
SESSI MAY - OCTOBER 2001**

INTRODUCTION OF THE BUSINESS

AZFILLA SDN BHD is a company that is productive in the nations industrial field. Our company sells books and stationery. We also provide special service to our customers, such as borrowing for the books.

AZFILLA SDN BHD have four partners in the company and every partner holds about 25% of share. Our business are base on the beginning capital is about RM 750000 and about RM 500000 is loaned from Bank Rakyat.

AZFILLA SDN BHD will ensure that is service quality will satisfy our customers and fulfill their taste with all the latest product. We estimate that this business will become successful in 2 to 5 years because our country, Malaysia is now heading forward into an era education development, which is moving fast towards 2020.

AZFILLA SDN BHD is located in Alor Setar, Kedah. Our company address is WISMA D.T.C, Jalan Sultan Badlishah, 05000 Alor Setar, Kedah. The position of our company is very strategic because Alor Setar is known as town centre of Kedah. Alor Setar also has many secondary and primary school. So, the place will be where the student gathered together to getting any types of book. Beside that, **AZFILLA SDN BHD** also prepared the types of book for the student of higher institution.

The shop is about 33.7 ft x 28.5 ft and is a double story building. The second floor for the cashier seated, types of reference book for secondary school, primary school and higher institution, novel and magazines. The down space for the cashier seated, photostat machine and binder equipment. For the backspace locate the photostat machine and binder equipment.

This location is chosen because it has all the special features. Alor Setar is a strategic town for the other person such as student from any area to getting any types of book. It's because any student from Penang or Perlis that have higher target market can also easy to come at Alor Setar.



TABLE OF CONTENTS

LETTER OF CONFIRMATION

TRANSMITTAL LETTER i

PREFACE iii

BUSINESS LOGO iv

EXPLANATION OF LOGO v

INTRODUCTION

Introduction of business 1

Objective of business 3

Background of company 5

Background of partners 7

Summary of proposed project 11

ADMINISTRATION PLANNING

Introduction 14

Organization Chart 15

Office Layout 16


List of Management Staff 17

Specification Employee Duties List 18

Intencives of workers 21

List of Administration workers 23

List of Office Equipment & Furniture 25



Supplier of Furniture & Equipment 26

Organization / Administration Expenditure 27

Annual Organization Expenditure 28

MARKETING PLANNING

Introduction 29

Market Analysis 30

Target Market 31

Market size 33

Competitors 34

Market Share 37

Sale – forecast 40

Marketing Strategies 43

Marketing Expenditure 46

OPERATION PLANNING

Introduction 47

Operation Hour 49

Operation Purpose 50

Conventional Symbol 51

Operation Chart 52

Material Requirement 55

List of Direct Workers 69

List of Machinery and Equipment 70

Plan / Office Layout 71