



**UNIVERSITI TECHNOLOGY MARA  
ARAU, PERLIS**

**ETR 300  
ENTREPRENEURSHIP**

**RECYCLE FACTORY**

**DIPLOMA IN CIVIL ENGINEERING**

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## **INTRODUCTION**

### **Name of business**

GRC( *Green Recycling Company*) Enterprise is a company that doing a business servicing and packing the waste paper. We choose this name for our company because it shows our determination to success in this kind of business.

### **Type of business**

Type of business that we choose is partnership. We choose this type of business because of idea, talents and skills that can be pooled together for better management. This company is setting up by five partners, which consist of general manager, administration manager, operational manager, marketing manager and financial manager. Each partners willing to contribute our capital for the business.

### **Factors influencing choices of business.**

The main factors that influent us to choose this type of business is because we see the potential market and be the leader of this type of business in Perlis. We have knowledge, ability and skills in this type of business. Our company use high quality machinery to produce a good cube of compacted waste paper.

**Industry overview**

This type of business has a good potential in market demand . It because there is no other competitors in Perlis. The nearest are located at Alor Star, Kedah. So, the chance for us to monopoly the market in Perlis is high and will give good profit to our business.

**Location of business**

We decide to locate our business at Kawasan Perindustrian Jejawi, Arau,Perlis. We found that this location is a strategic place for our business because it locates nearest the main road of Kangar — Alor Setar. Therefore, it easy for our customer to come directly. Besides, this location also located in industrial area,hence will not give any effect to the community.

**Date of commencement**

We will start our business on 1<sup>st</sup> Feb 2009.The decision was made base on the factors of loan, location, sufficient capital from each partner, so we hope that GRC Enterprise will have a good prospect in the future because we believe that this type of business will earned so much profit.

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