

MARA UNIVERSITY OF TECHNOLOGY

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BUSINESS PLAN
SURIA GADING SDN BHD (SOLAR LIGHT)



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BUSINESS PLAN SUMMARY

Suria Gading Sdn.Bhd. is a company which sells and services solar lights products. Solar light products are using sun as the source of energy to create light. Instead of using the electric lamp as source of light, solar light will give the same but better in quality, less cost, weather proof and lot more advantages which will satisfy the needs of modern life.

We are confident that people will be attracted to use solar lights as source of lights because now is the era of technology and people in Malaysia are always ready to use the latest technology in their lives.

This kind of business also is still new in and we will be the first to run this business in the state of Kedah. We are ready to introduce solar light products in the northern part of Malaysia and we are aiming to build the business all over Malaysia.

As we know that sun is the natural source, the gift from Allah is created to give the benefits to human. We are confident that this product will satisfy the human needs at its best.

INTRODUCTION

1) NAME OF BUSINESS PLAN

We have chosen SURIA GADING SDN. BHD as the name of our business. The name brings its own meaning:

SURIA - Suria in English means sun. As our products are using sun as the source of energy, this name clearly made people noticed what is our business is all about.

GADING – Gading indicates the vision and mission of our business. We want to make sure that our business will be succeeding in the future. We want to climb to the highest peak of success. There is a word in Malay “menara gading” which means the highest point of success.

2) TYPE OF BUSINESS

Our business is a private limited company. Each of the partners has our own shares in the company.

3) INDUSTRY OVERVIEW

From the industry overview, we see that the lights products are important industry, which always needed from time to time. Many sources of light have been invented to fulfill the needs of lights by human beings. Just imagine how will the world would be especially at night without lights. Therefore, the light industries will always have the good potential to grow.