

**MARA UNIVERSITY OF  
TECHNOLOGY**



**ENTREPRENEURSHIP  
(ETR 300)**

**DIPLOMA IN BANKING STUDIES**

**BUSINESS PLAN REPORT  
DINAMIC KRAFT SDN. BHD.**

**PREPARED FOR:**

**EN. NORDIN BIN ALI  
ETR LECTURER**

**PREPARED BY:**

<b>MUHAMMAD IMANNUDDIN ZAINOL ABIDIN</b>	<b>98102853</b>
<b>MOHD AZAM MOHD MIHRAN</b>	<b>97322306</b>
<b>MOHD SUFIAN MOHD YUSOF</b>	<b>98102503</b>
<b>MOHD FAIDZUL AMAR</b>	<b>98102581</b>
<b>AZWAN BIN HASHIM</b>	<b>97363095</b>

**NAME OF BUSINESS**

**T**he business that we have established is an industry of manufacturing or producing cement pillars. Our company handles all of the duties and responsibilities given to each members under the name of “Dynamic Kraft Sdn. Bhd.”. The company is registered as a partnership company under the Partnership Act 1961.

**TYPE OF BUSINESS**

**T**he business that we construct is involving pillars making under the manufacturing industry. We provide various types of pillars with high rank of qualities with reliable and affordable pricing.

**BACKGROUND OF INDUSTRY**

**N**owadays the industry of pillar making has the potential to grow in the future and produces large scale demand by different races throughout the country, therefore we believe and confident that this industry has the potential in gaining profit and it will also increase demand and attracting various races in and out of the country.

## **BUSINESS LOCATION**

**O**ur company operates in Sg. Petani, Kedah. We will rent a medium large lot of factoring in Sg. Petani to manufacture our products. Our business site is located at A 138, Jln. 2A, Leboh Perusahaan 2, Kawasan Perindustrian Sg. Lalang, Sg. Petani, Kedah. Our business location is near the “Kelab Golf Cinta Sayang” and near the “Laguna City” and Amanjaya in Sg. Petani.

## **DATE OF ESTABLISHMENT**

**O**ur company will be registered 1st December 2001. Nevertheless, this business will only operate on 1st January 2002. This is due to the renovation, recruiting employees, decoration, process of identifying supplier, promotion, registering overhead expenses (water, electricity, telephone) etc., which will take some time to settle out.

**A**lthough the operation takes some time to start, it is vital to assure the business runs smoothly as the company opens. Consequent to this we will promise good quality products to satisfy our customers’ needs and wants.

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