

# **MARA UNIVERSITY OF TECHNOLOGY ARAU CAMPUS**

**BUSINESS PLAN  
ETR 300**

**( DIPLOMA IN CIVIL ENGINEERING )  
GROUP 6C**

**INDAH JUBIN ENTERPRISE**

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## **SUMARRY EXECUTIVE**

The name of our business is Indah Jubin Enterprise. This business is combination sales and services installation of tiles. We choose this business because now days construction sector especially housing are very good potential and future. As we know Kedah government has a vision to develop the state like Selangor , Johor and Penang. They have own strategy under their plan called Kedah Maju 2010 Plan. Under this plan Kubang Pasu district where Jitra and Darulaman town located are one of several area focus developed. According this situation, we choose to open our business at this area.

Our business is based on partnership concept and agreed and authorized by law and the act. There are four partners. There are, Mohd Amzar Ariff B. Ahmad Zaim as General Manager, Mohd Helmy B. Mhd Fadzil as Operating Manager, Farahdilla Bt. Ahmad Fauzy as Marketing Manager and Mohamed Azhar B. Salim as Financial Manager. All the partners have great experience and good academic. Our business capital is RM 314,920.00. We get 80% loan and 20% from the partners. The equity contributions as follows :

General Manager – 34%

Other Manager - 22 %

From the equity contribution General Manager will give RM 21,414.56. Other manager will give RM 13,856.48.

We have assistant marketing manager, operating supervisor, driver and general workers. The location of our business is :

No.11, Taman Bahagia II,

06000 Jitra,

Kedah Darul Aman.

We choose the location because it is near main road, highway, between Jitra and Alor Star. Population in this area will increasing and it is greater potential in the future.

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