



UNIVERSITI TEKNOLOGI MARA SARAWAK

KAMPUS KOTA SAMARAHAN

TRI-R CORPORATION

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DIPLOMA IN CIVIL ENGINEERING

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# EXECUTIVE SUMMARY

After doing all the extensive research on the business opportunity available in Kota Samarahan area, our group decided to establish and specify our business by producing a compost fertilizer. Our group has come up with the business plan with our company's name TRI-R CORPORATION by partnership.

In the establishment of this business plan, all aspects including the four major of business establishment such as marketing, operating, administration and finance are seriously taken into consideration.

The marketing and operation plan are two plans that will do lots of study and research about our business. Both plans have to be carefully handled in order to obtain maximum profit. It is very important as these factors will determine the percentage of profit and the allocation of market share in selling our product which eventually affects both operation and marketing plan.

The administration part will tell us the administration budget including the chart of the company, remuneration table, job description, and so on. But most of all, our goals and strategies which tell us more about the company will be told in this part of the study.

The finance is all about the company capital, trading profit and their balance sheet as well the company's cash flow. Besides that, it shows the company profit and loss account.

In a nutshell, we sincerely hope that these guideline has proved that our business will be a success and soon thereafter pointed out our mistakes which we can do a corrective approach. We are full of enthusiasm of making this business plan a success and that our Business Plan to be accepted.



# LETTER OF SUBMISSION

TRI-R CORPORATION,  
Kampung Nangka,  
94300 Kota Samarahan,  
Sarawak

Madam Agri...  
ENT 3... Lecturer,  
UiTM Samarahan,  
Sarawak.

18<sup>th</sup> September 2013

Madam,

**Re: Handout of Business Plan**

As stated above, I Velarie Joseph, as the General Manager of TRI-R CORPORATION and also the representative of my fellow group members, would like to submit our Business Plan for your evaluation and further action as well as a review.

2. It is hoped that the enclosed Business Plan can strengthen the base for our financial backing and support. This task gives us lots of information, knowledge and experiences which will be useful for us when we want to be a part of entrepreneur or to develop our career in the future.

## INTRODUCTION

A business plan is a written document that serves as a blueprint and guidance for a project that one's intends to undertake. Business plan is prepared to predict viability and explain all the business strategy such as the operating plan and marketing strategy. In order to run a business, a productive, innovative and proactive management are needed to ensure that the organization can work efficiently and effectively. All partnership members should play their roles and participate in order to create a good and effective environment as whole. They must have a good teamwork to accomplish different tasks in each of their field of expertise that can actually boost the enthusiasm and morale of working in organization. With this, everyone must positively contribute and participates to accomplish the visions and objectives of the business. In a nutshell, two heads are better than one.

### **NAME OF THE COMPANY**

The name of our company is TRI-R Corporation. We had chosen this name with its significance in our business concept on producing organic compost, with a triple letter of R, which means Reuse, Reduce and Recycle. Not intended to relate the name with the 3R concept of reuse, reduce and recycle but we are emphasizing the 3R concept in the making of compost. We recycle these materials through decomposition process until they are fully decomposed and used as fertilizer. By doing so, we help to reduce the amount wastage dumping.

### **NATURE OF BUSINESS**

Our nature of business is producing a product that is compost fertilizer. In the technical sense, composting results in the natural decomposition of organic wastes under controlled conditions. Our company had choose to produce an organic compost by using all sorts of natural wastes without using any new resources. We will manufacture and supply a compost fertilizer.