



APPLIED BUSINESS PROJECT (MBA 795)

**SALES AND FINANCIAL ANALYSIS
OF
SINAR INDAH ENTERPRISE**

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DECEMBER 2005

DECLARATION

We hereby declare that this Applied Business Project is our independent work and effort except where otherwise stated.

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Date: 2nd December, 2005

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ABSTRACT

This paper examines factors that influence sales and financial condition of a petrol station. Specifically, it addresses issues such as key success factors in sales performance and financial analysis of a PETRONAS Petrol namely Sinar Indah Enterprise.

In examining factors and variables that influence sales and profitability, several key success factors in sales and profit includes customer's service, employees' effectiveness and efficiency, convenient location and visibility of premises, product quality, good management and many others. By analyzing this issue, it shows the effect in managing this factors and its influence towards business performance.

These key success factors are essential elements that should have a status in measuring sales and profitability. Sinar Indah Enterprise as a PETRONAS station may consider in recognizing the importance of analyzing sales and profitability to the success of its company.

1.0 INTRODUCTION

In this study, we are very lucky given the opportunity by Sinar Indah Enterprise, one of PETRONAS station located at Jalan Tun Abdul Razak, Kuching By Pass, 93450 Kuching to look into challenges and issues arises in managing petrol station.

The first meeting between the group members and the manager of Sinar Indah Enterprise was held on June 3rd 2005 at Sinar Indah Enterprise's office. Among matters highlighted during the discussion were problems related to Sinar Indah Enterprise sales performance and its future direction as a competitive PETRONAS station.

The outcomes of the meeting unveiled several issues that may have contributed to the company's problem face by the company. The issues that were raised and considered as key contributing factors to affecting the business performance of Sinar Indah Enterprise are:

i. History of frequent change of dealer

Sinar Indah Enterprise is the fourth PETRONAS dealer at Jalan Tun Abdul Razak. Prior to that, three dealers have failed to sustain its business.

ii. Labour problem

Sinar Indah Enterprise is facing high workers turnover.

iii. Financial

Capital outlay may be a problem because 'Cash on Delivery' (COD) is a required terms set by PETRONAS. Therefore liquidity is crucial to any station dealer.

iv. Management difficulty

Sinar Indah Enterprise is solely owned by En. Bakhtiar Hj. Sabri and is currently managed by himself and supported by his wife.