



**PUSAT PEMBANGUNAN  
UNIVERSITI TEKNIKAL  
Kampus Sungai Petani  
Peti Surat 187  
08400 Merbok  
KEDAH DARUL AMAN**

HD9831.4 M78 2001



0000010910

**(MEDEC)**

Fax: 04-4574355  
No. Tel: 04-4571300  
E-mail : art77@kedah.itm.edu.my

Surat Kami : 500-KDH(MEDC.15/2/1)  
Tarikh : 22/6/01

**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah :

1. MOHD FAIZAL B. SOBRI
2. SHARIZAL B. ASARI
3. MOHD ZAHIR B. MD. NOR
4. MEGAT HAMIZI B. MEGAT HAMID
5. SOHIBULLAH B. BAKHORI

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

**MOHD. AZHAR OSMAN**  
Koordinator  
b.p. Provos

# TABLE CONTENT

## **PREFACE**

## **PAGE NO.**

<b>SUBMISSION</b>	<b>i</b>
<b>APPRECIATION LETTER</b>	<b>ii</b>
<b>PURPOSE OF PREPARING BUSINESS PLAN</b>	

## **INTRODUCTION**

<b>INTRODUCTION TO BUSINESS</b>	<b>1</b>
<b>BORANG 9</b>	<b>2</b>
<b>DECLARATION OF COMPLIANCE</b>	<b>3 - 14</b>
<b>SHARE ON BY DIRECTOR</b>	<b>15</b>
<b>COMPANY BACKGROUND</b>	<b>16</b>
<b>DIRECTOR BACKGROUND</b>	<b>17 - 21</b>
<b>BUSINESS LOCATION</b>	<b>22 - 23</b>
<b>LOGO</b>	<b>24</b>
<b>EXPLANATION OF LOGO</b>	<b>25</b>

## **ADMINISTRATION**

<b>INTRODUCTION</b>	<b>27</b>
<b>MISSION</b>	<b>28</b>
<b>OBJECTIVE</b>	<b>29 - 31</b>
<b>ADMINISTRATION FORECASTING</b>	<b>32 - 34</b>
<b>NUMBER &amp; POSITION OF WORKERS</b>	<b>35</b>
<b>JOB SPECIFICATION</b>	<b>36</b>
<b>JOB DESCRIPTION</b>	<b>37 - 42</b>
<b>ADMINISTRATION OPERATION</b>	<b>43</b>
<b>REMUNERATION</b>	<b>44</b>
<b>INCENTIVE SCHEME</b>	<b>45 - 47</b>
<b>ADMINISTRATION LAYOUT PLAN</b>	<b>48</b>
<b>OFFICE EQUIPMENT</b>	<b>49</b>
<b>FIXTURES &amp; FITTINGS</b>	<b>50</b>
<b>ADMINISTRATION EXPENSES</b>	<b>51</b>

## **MARKETING**

<b>INTRODUCTION</b>	<b>53</b>
<b>TARGET MARKET</b>	<b>54</b>
<b>MARKET SIZE</b>	<b>55</b>
<b>COMPETITORS</b>	<b>56</b>
<b>MARKET SHARE</b>	<b>57 - 61</b>
<b>INCOME FROM ON DELIVERY</b>	<b>62</b>
<b>SALES FORECAST</b>	<b>63 - 64</b>
<b>MARKETING STRATEGIES</b>	<b>65 - 70</b>
<b>MARKETING REMUNERATION</b>	<b>71</b>
<b>MARKETING BUDGET</b>	<b>72</b>

## **OPERATION**

<b>OPERATIONAL PLAN</b>	<b>74</b>
<b>CHARACTERISTIC OF STRAPPING TAPE</b>	<b>75</b>
<b>BUSINESS OPERATION</b>	<b>76</b>
<b>PROCESS EXPLANATION</b>	<b>77</b>
<b>PROCESS CHART</b>	<b>78</b>
<b>PRODUCT PROCESS</b>	<b>79</b>
<b>CAPACITY</b>	<b>80</b>
<b>PRICE</b>	<b>81</b>
<b>OPERATIONAL ACTIVITY</b>	<b>82</b>
<b>LIST OF WORKERS</b>	<b>83</b>
<b>LIST OF EQUIPMENT</b>	<b>84</b>
<b>MACHINE PRICE</b>	<b>85</b>
<b>OPERATION LAYOUT</b>	<b>86 - 87</b>
<b>LOCATION</b>	<b>88</b>
<b>BUDGETED COST</b>	<b>89 - 92</b>

## **FINANCIAL**

<b>INTRODUCTION</b>	<b>94</b>
<b>FINANCIAL BUDGET</b>	<b>95</b>
<b>REMUNERATION TABLE</b>	<b>96</b>
<b>SOURCE OF FUND</b>	<b>97</b>
<b>PROJEC IMPLEMENTATION</b>	<b>98 - 99</b>
<b>HIRE-PURCHASE SCHEME</b>	<b>100</b>
<b>DEPRECIATION</b>	<b>101 - 107</b>
<b>CASH FLOW</b>	<b>108 - 109</b>
<b>MANUFACTURING ACCOUNT</b>	<b>110 - 112</b>
<b>TRADING PROFIT &amp; LOSS</b>	<b>113 - 115</b>
<b>BALANCE SHEET</b>	<b>116 - 118</b>

<b>APPENDIX</b>	<b>119</b>
-----------------	------------

## PURPOSE OF PREPARING BUSINESS PLAN

Business Plan is essential for entrepreneurs before starting their business. Through Business Plan, entrepreneurs can see and estimate their business project in detail before starting it. It also can help entrepreneur to see whether the business can compete with the existing competitors in the market, total budget or capital needed before starting the business and many other more important aspect. Business plan also can help entrepreneurs to estimate the total capital needed and how to distribute it wisely among each department that is administration, marketing, operation and financial.

Business Plan also can help entrepreneurs in order to find capital source to fund their business expenses. Business Plan can help entrepreneur to convince their creditors and shareholder about the business ability to make profit so they will give loan or invest in the company. It also can help entrepreneurs to forecast the difficulties that might occur whether in administration, marketing, operation or event in the financial. With the proper planning, the business will goes smoothly and entrepreneur can concentrate more on how to expand their business in future.

# **INTRODUCTION TO BUSINESS**

MST Sdn. Bhd. is form by five entrepreneurs searching their opportunities in the world of business. The idea to produce strapping tape came across because this product is needed by factory to strap their product in bulk for easy storage and shipment. In the market, there a few company involve in manufacturing this product but the market size is big. Only few entrepreneurs a dare to involve in this kind of business because of the high capital needed even thought the profit is high. Because of that MST Sdn. Bhd. was establish to take this opportunities as their first step to involve in this oligopoly type of business.

MST Sdn. Bhd. was form in the 15 of July 2001. It is to be based at Sungai Petani, Kedah. This is because Sungai Petani is strategic area to set up the factory. The existent of many factories here and the location of Sungai Petani in the center of Kedah. With the location of Sungai Petani situated in the center of Kedah, it is easy for the company to deliver the product to the target market around the state of Kedah. The existent of many factory located in Sungai Petani is a good opportunities to get profit out of this.

In the future, MST Sdn. Bhd. will try to conquer the market around the country by setting up a factory in every state in Malaysia.