

**FUNDAMENTAL OF
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ETR 300**

PERPUSTAKAAN
Universiti Teknologi MARA
Kampus Sungai Petani

B2



UNIVERSITI TEKNOLOGI MARA

“VINTAGE CAR ACCESSORIES ENT.”

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DIPLOMA IN BUSINESS STUDIES

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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. HASNIZAL BIN HAWARI
2. MOHD. NOOR IKHWAN JAIMI
3. MOHD. HAFIZ JUNUS
4. AHMAD SAIFUL AZHAR AWANG
5. KHAIRUL IZWAN BIN ABDUL HALIM .

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

EXECUTIVE SUMMARY LETTER

A comprehensive business plan helps us to analyze and evaluates the viability of our proposed project. This business plan is a guideline for us for running the business efficiently and effectively. To running the business “ Vintage Car Accessories Enterprise” four aspect of area must be given a serious attention. Beginning with administration plan, operational plan, marketing plan and lastly financial plan.

First is administration plan, it consists of a managerial aspect such as organized and managed our daily business operation. It essential in order to achieve mission and objective of our business. In administration plan, it shows the ability to divide the task according to specified manager function based on qualification and skills. Operational plan is the most important part in business operation activities such as ordering, stocking in order to meet our expectation and satisfaction. In general, operation plan provide the systematic flow process, effective working schedule to meet the company requirement and also to meet the customer satisfaction.

Marketing plan is a pulse of the company in order to achieve higher profit and maintain the image of the company in the market. In marketing plan, it can direct us on how to determine our own market target, product concept and forecasted sales. Marketing strategies is needed for producing the best product and the best services to our customers.

Finally yet importantly is the financial plan. The information of the financial flow is important to determine whether the company making profits or not. It is also essential for the management line to make decision-making based on financial report for expanding the business in the future ahead.

INTRODUCTION

Vintage Car Accessories Enterprise was established in 1st January 2002 which was located at no.8 Jalan Mawar 1 Aman Jaya , 08000 Sungai Petani Kedah. Our organization is formed in terms of partnership agreement, which total contribution, by partners RM 44,500 and RM 80,000 from the Affin Finance.

This Vintage Car Accessories business is a potential business to choose because the limited sources of antique car accessories such as Volkswagen, Mini Austin and etc. Besides that, the number of antique car fans has increase prove by the numbers of Vintage Car Club in Malaysia and event doing by Malaysian Government such as BUG FEST MALAYSIA 2001 (refer to appendix). Usually in this event and gathering activity the owner of the car want the best condition for their car to participate in exhibition and competition.

We only want to display top quality of vintage accessories car that represent the best of what our company has to offer. We surely believe that we can succeed in this business fields because we provide variety of antique car model to compete with our competitor. The scope of our potential buyers also widen due to the behaviors of antique car owner who want the best for their car so we can attract the buyers not only from Kedah also in Penang ,Perlis and Perak. Furthermore, we have a good relationship with Vintage car club in order to get information about the interest of members club and their activity.

Lastly, we hope we can achieve our mission and achieve our motto “Best Quality” in term of provide the best quality of products, best quality of services and best quality of our company performance.