

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

BERJAYA PAINTING ENTERPRISE

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JULY - NOVEMBER 2010

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Berjaya Painting Enterprise

1.0 INTRODUCTION

We choose the name Berjaya Painting Enterprise because “Berjaya” means successful and we are very assured that this business will success excellently after we exist and enter into its market. Painting here shows our main activity of business which is car painting service. By this, customers already know the main service that Berjaya Painting Enterprise offers to them. Lastly, “Enterprise” here means our form of business which is partnership business. Factor of choosing the name of business is one of the important things that must be considered in introducing and expanding a new business. The chosen name must be easy to be remembered by customer so that they will always find the business company that they remember. This also indirectly involves the promotion activity when they tell other people about Berjaya Painting Enterprise.

Berjaya Painting Enterprise is planning to offer services to improve, change colors, modify or design, install, sale or supply vehicle accessories and the other needs for vehicle modifications. Nature of this business is automotive services and repairs shop. The services and products offered is very unique which are cheaper than competitors' price with high quality painting and repairing services. At the same time, Berjaya Painting Enterprise also displaying accessories that will be used in painting and repairing activities for customers' choices and also offering service that based on customers' wants where Berjaya Painting Enterprise will design any graphic that following customers' preference. Both of these services are still have not been offered by other Berjaya Painting Enterprise's competitors. Besides this, paints that will be used in producing these services are very quality paints which can produce exactly car image like in the car game graphic.

Berjaya Painting Enterprise is located at Jalan Tanjung Purun, 87008 W.P.Labuan. Berjaya Painting Enterprise choose Repairing and painting of vehicles service because they pose a very high profits by low capital and equipment costs. This can be proved by explaining one of product that offered which is painting a car by using



Berjaya Painting Enterprise

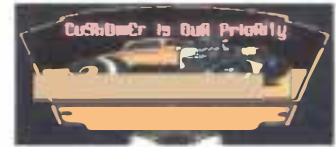
3D Paint. Cost of buying a tin of this paint is around RM150 the cost of sand paper is RM20. As can be seen, the cost of painting a car is not reach RM200 while its return can reach RM3500 to RM6000 as its price is depended on the damage condition.

Besides this, painting activity particularly is an activity that not easy because it requires expertise in producing high quality painting. Berjaya Painting Enterprise also chooses the business that has employees who are experienced and experts in this field. One of Berjaya Painting Enterprise's workers has more than 10 years experienced in working at offshore Labuan and more than 5 years experienced in handling painting personal business. In addition, the competition is very limited; furthermore Berjaya Painting Enterprise is located in areas far from the competitors and in a very general place. Repairing and painting services have also a very high demand.

Other factors that Berjaya Painting Enterprise considered in choosing this business is the materials of producing the services is easy to get as it located at the city which providing enough facilities and other needs that required. Repairing and painting process also do not need any maintenance of its assets as it involves more hand job than machine.

The opportunity that Berjaya Painting Enterprise taken in choosing this business is other competitors can not appear with more quality services and can not satisfy their customers than us.

Berjaya Painting Enterprise is planning to expand and open other branch at other rural town by using the same name of company in order to make it popular and always in customers' mind. In planning to expand business, Berjaya Painting Enterprise also intends to open its branch outside from Labuan such as Menumbok, Baeufort, and Lawas in the future. Other than these, Berjaya Painting Enterprise also planning to offer installation and displaying of spoiler, exhaust tips, and upgrade engine services after 6 months of Berjaya Painting Enterprise operation.



2.0 BUSINESS PLAN PURPOSES

Each Business Plan (RP) is provided with a specific purpose of why it is prepared. The purpose of this Business Plan is prepared is to show and explain briefly of the underlying business. Besides that, this business plan is presenting a business planning that includes management, marketing, suppliers, and financial services business.

In general, the business plan is provided with intention to make the review and the guidelines for a new business that will be run by a new entrepreneur. Through the Business Plan, some analysis can be done to find out how to shorting the implementation process, reduce the resistance during the implementation, reducing the risk of failure, efficient use of resources and facilitate the achievement of a business.

In addition, the business plan is prepared to obtain financing or loans from any financial institution to fund working capital requirements of a business. The fund will also be used in buying equipment and machines for each activity.

Other purposes of preparing business plan are to measure the performance of the business, to allocate business resources efficiently and effectively, anticipate problems that may arise when a business is carried out, and meet one of the prerequisites for the participants to finish the training program of business incentives for employees who participate in this course.