

# MARA UNIVERSITY OF TECHNOLOGY MARA UNIVERSITY OF TECHNOLOGY



B 104, TINGKAT BAWAH,  
JALAN SULTAN ISMAIL 1,  
SRI DAGANGAN,  
25000 KUANTAN,  
PAHANG

PREPARED FOR : EN. FAROK ZAKARIA

PREPARED BY:

ARMYZA SHAHRINA ZAINUDDIN	99026812
FAUZIAH MOHAMED	99026970
ERDA IRDIANI IBRAHIMI	99026924
NOORHAMIMI FAUZANA HASSANI	99027428
SITI SUHAIZA DAUD	99027753

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# EXECUTIVE SUMMARY

GEMMS Sdn Bhd operates pest control services our company is private limited company. Our main objective is to satisfied customers' needs and wants. Besides that, We want to protect our properties from destroying by these harmful insects.

Administration plan involves activities of dividing and coordinating the task and responsibilities into departments, sections or units. It also involves establishing managerial authority. On the other hand, it involves both long and short term plan .

Marketing plan involves activities that are carried out systematically to encourage and increase sales of services as long as the activities are in line with religious and ethical practices. Marketing activities is towards satisfying customers needs and wants, as well as contributing towards profit for the business.

Operation plan involves the services such as soil treatment, corrective treatment, thermal fogging and general pest according to the quantity, quality, specification and time to the customers requirement at the possible cost.

Financial plan includes the projection of the financial statement such as cash flow, profit and loss and balance sheet. It also shows the short and long term financial requirement in order to start our business.

Hopefully, GEMMS Sdn. Bhd. becomes the best pest control company.

## **1.0 INTRODUCTION**

Gemms Sdn. Bhd. is a private limited company that provides pest control services to terminate and kill any harmful insects or animal that can damage a building. For example rats, termite, cockroach, ants and etc.

Our company, Gemms Sdn. Bhd. Located at B 104, Tingkat Bawah, Jalan Tun Sultan Ismail 1, Sri Dagangan, 25000 Kuantan, Pahang. We can be contacted at this number 09-5140314. Gems Sdn. Bhd. will commence on 1<sup>st</sup> January 2002. This company is fully owned by Bumiputra.

The factors that influence us to choose this business because it has a potential to get a high profits. Furthermore, there is less competition in this field because it's rarely new. Our company also wants to introduce these kinds of services to the public, especially for private house owner.

Apparently, even these services rarely new in our society, this business can be expanding to become a larger field. More over, a lot of new building will be built and it is important for every government project to have a pest control services. Looking at the our country development, this services has a wider opportunity to raise up

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