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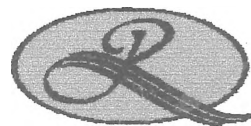


ETR 300

497



TRADING COMPANY



RIDERS MARKETING SDN BHD

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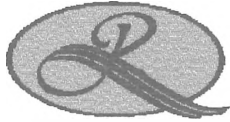
UNIT RUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUN.

RIDERS MARKETING SDN BHD
253-E Jalan Banggol,
24000 Kuala Terengganu,
Terengganu Darul Iman.

PREPARED BY:

NOR AINI BINTI HASSANUDDIN	2000432091	(DCS 4A)
NOR SYAHADA BINTI AHMAD	2000431900	(DCS 4A)
EDATUL MULIANA BINTI GHAZALLI	2000432363	(DCS 4B)
SAWATI BINTI ABDUL GHANI	2000431884	(DCS 4B)
JULIDA BINTI GHAZAK	20000432594	(DCS 4C)

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RIDERS MARKETING SDN BHD

RIDERS MARKETING SDN BHD

253-E Jalan Banggol,
24000 Kuala Terengganu.
09-6230115

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Lecturer Tutor ETR 300
MARA University of Technology
Dungun, Terengganu.

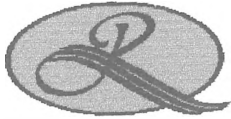
Professor Madya Encik Farok Zakaria
Koordinator MEDEC
MARA University of Technology
Dungun, Terengganu.

TENOX MARKETING SDN BHD
263-E, Jalan Baru Pak Sabah
23000 Dungun, Terengganu.

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1.0 INTRODUCTION.

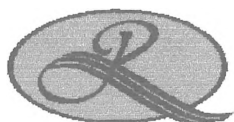
RIDERS MARKETING SDN. BHD. is a business that provides motorcycles only. The main reason of choosing this business because there are high demands for motorcycles. Many are more prefer to have motorcycle because the price is cheaper than other vehicles such as car and lorry. Besides, it is small and suitable for all. In other words, it is easy to handle.

Nowadays, our country moves towards industrialization through the objective of vision 2020. Regarding on this objective, we fully involves in achieving country vision and also our own vision. Our country becomes more develop and individual income increase due to industry sector that is more expands. Income per capital increase together to the growth rate consequently people will increase their standard of living. That is why many people buy it for their transport.

Our company, RIDERS MARKETING will commence on 1 January 2003. This private limited company 100% owned by Bumiputra that located at Jalan Banggol, Kuala Terengganu. Our company provides many types of motorcycle especially YAMAHA motor, HONDA and KRISS. Our target customers are local resident and companies. To build up the company, our capital is about RM 83172 and with loan from Bank Bumiputra Commerce amounted RM 75000.

We believe that the potential of this business will expand in the future regarding of it's demand supply in the market. We also believe that our planning and effort on this business will beneficial for us in order to achieve our company's goal.

Hopefully encouragement from government will born many entrepreneurs who were has their own capability to involve themselves in the world of business, which is very challenging.



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24000 Kuala Terengganu.
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