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ETR 300-493



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Business plan for Creative Carpet Sdn. Bhd / Anuar Mohd  
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ETR 300 493

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## Selling Carpet



CREATIVE CARPET SDN. BHD.  
Lot 03-06 Bangunan Ansar,  
Bandar Seri Alam, 81100 Johor Bahru,  
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PERPUSTAKAAN TUN ABD. RAZAK  
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## Executive Summary

These business plans was prepared before started business and they include all information about the business, Creative Carpet Sdn. Bhd. In this business plan, it has introduction of business, purpose, background of business and partners and the location of Creative Carpet Sdn. Bhd. In the administration plan, we include the information of background of our organization and how we design our office and the budget. We also make a plan of our office. In the marketing plan, we have decided the target market and the market size. We have a competitors which also sale the carpet. They are Carpet Raya Sdn. Bhd., Nobel Carpet Sdn. Bhd., Carpet Centre Sdn. Bhd and the last one is Kedai Kain dan Permaidani Sdn. Bhd. To hander the competitors, we have include our budget in marketing strategies. All the three budgets have taken and we finally continue the financial budget and prepared for the balance sheet. Conclusion of our summary, this business can make a profit and we hope this business can improve in every year.

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## **1.0 INTRODUCTION**

The Creative Carpet Sdn. Bhd. is operating as one of the marketing company that concerned on selling various carpet products. The objective of our business is to introduce to our new generation to be more concern about the important and function of carpet. It is in form of fives partner base on partnership rules.

We have chosen this business because due to research we found out that most of people are really concern about the use of carpet and majority of them are prefer to buy a beautiful carpet for their home in celebrating any festivals or ceremonies. That is important to those who desired to make their home more comfortable. Our company started at Lot 03-06 Bangunan Ansar, Bandar Seri Alam, 81100 Johor Bahru. It is not far from the city center. The Creative Carpet Sdn. Bhd was set up upon 1st January 2003.

Thus, in venturing to this business opportunity we are really convinced since there are a lot of demands on carpet product each year. So, venturing in this kind of business has a high business potential in the coming future.

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