

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI

INTRODUCTION TO ENTREPRENUERSHIP ETR300

MILLENIUM GYPSUM BOARD

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KEPADA SESIAPA 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 di kendalikan oleh Pusat Pembangúnan Usahwanan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah:

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4. ZURAINI OMAR
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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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BUSINESS PLAN PURPOSE

The purpose of having business plan for our business "Millennium Gypsum Board" is to provide us a resource that can be used as a reference and guideline for operating our business activities. With this we can analyze and evaluate our business potential. Besides that, we can look whether the business has a wide range of business opportunities and whether this particular business has the potential to expand in the bear future. By having this business plan, we can arrange strategies and estimate our future problems and business activities for the first years, to se if we can compete in the business environment.

Secondly, the purpose of the business plan is to provide a reference to the external parties such as lenders, suppliers, and inventors. This business plan is to show to our supplies and the lenders that we have the opportunity to expend our business in the future and we have the ability to pay back any loan that we have been made.

Last but mot least, the business plan will act as a guidelines for us to start the business and run it in order to become among those Bumiputra's who are already involve in the business world.



EXECUTIVE SUMMARY

MILLENIUM GYPSUM BOARD is a company, which used a gypsum stone to provide a business for office and home partition. We not manufactured the gypsum stone but import the gypsum board and it will be operating on 1st January 2003. As a new company we believe that our business will face with many competitors. Therefore, we have made a research or studies about this business.

The business location that we choose is near from the Bukit Kayu Hitam entrance gate. It will save our transport budget because it is near from Thailand the place that our materials are manufactured. Sometimes if we have a problem about our tax duty with custom it is easy to deal with them because our product is around the Bukit Kayu Hitam custom office. In addition we also market our product not only in Malaysia but also to Asia country.

To open this business we needs capital about RM 200,000 where it was contribute from every partners about RM 40,000. We do not borrow money from bank because our business is new and we want to start from below.

Meanwhile, in its market potential our product is new in Malaysia. But we believe that our person likes to try something new for them. Nowadays many people like to use a gypsum board to build home and office building. Other than that, our customers can choose whether to use velvet, painting and wallpaper to cover their gypsum board.