

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI

INTRODUCTION TO ENTREPRENUERSHIP ETR300

HARDCRAFT

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KEPADA SESIAPA YANG BERKENAAN

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

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INTRODUCTION

Hardkraft is a business producing product for house and recreational park such as chairs and table made by marble, terrazzo and many source, roman pillar, fiber glass product and many more. We encouraged ourselves to make this business to give variety to customer in choosing the type of product we sell in our business.

The name of the company that is Hardkraft is choose by ourselves after a lot of discussion done. The name of Hard is referring to the product that we produce that is naturally hard. While Kraft, is referring to the art of doing the product that is crafted to show the esthetic value in our product. By bringing this standard we will try to give full satisfaction to our customer according to their demand.

Why did we entering this business? This is because this kind of business is rare among Bumiputra, most of it is conquer by Chinese that can be seen in any state. We want to increase the rate of Bumiputra in business, besides Rasulullah always encouraged his followers to enter into business world because 9/10 of our income in this world is from business.

Lastly, we enter this business because of our interest in decorating house or recreational park and also make new things in giving variety to customer in choosing best decorating things can be put at their place. With the satisfaction of the customer, we can increase our sale time by time, Insyallah.

EXECUTIVE SUMMARY

The purpose of doing this business is as guideline to us as starters in business field. We choose this type of business because we want to increase and encourage Bumiputra to involve in this field of business. Besides, the involvement of Bumiputra in the kind of business we involve is still low.

The company is form as partnership and we will start our business on 1st January 2004. Actually, the scope of the business is to supply recreational furniture to certain parties such as Majlis Perbandaran if they want to build a recreational park or may be landscape and also any new household area that need any decoration in their area to develop the attractiveness of the place.

We decide to locate our business at Teluk Air Tawar, Butterworth. We choose this area because of the fully provided infrastructure facilities such as water, electricity, telephone line, and not to forgot the safety of the place with police station, hospital and fire station. The area we choose also gives us the easiness in finding raw material for our production.

Our target market area like have been said in second paragraph we are more to decorating recreational furniture to certain parties and to the household area that need any decoration. This is done by promotion from place to place to open our market. Even though, we have to challenge a few competitors in the area but with good management in the company, we expected to dominate around 7 to 10 percent of market share within three years.