



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI**

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**SHINING GLORY STAINLESS STEEL**

**PREPARED BY: PA3**

<b>RASHIDAH BINTI MD RASHID</b>	<b>DPA</b>	<b>2000488811</b>
<b>NOORHAYATI BINTI RAJI</b>	<b>DPA</b>	<b>2000482678</b>
<b>NORASIAH BINTI HAJI BASRI</b>	<b>DPA</b>	<b>2000623961</b>
<b>RUZIHA BINTI FOUZI</b>	<b>DPA</b>	<b>2000482646</b>
<b>SITI ROSMARINA BINTI MOHD BOKRY</b>	<b>DPA</b>	<b>2000482502</b>

# TABLE OF CONTENT

PERMISSION LETTER  
SUBMISSION LETTER  
ACKNOWLEDGEMENT  
PURPOSES

## MAIN BODY OF BUSINESS PLAN

Executive Summary Letter  
Contract Of Agreement  
Business Location  
Business Background  
Business Logo  
Partnership Background

## ADMINISTRATION PLAN

Introduction  
Organizational Strategy  
Organizational Goal  
Organizational Chart  
Job Description  
Remuneration Table  
Job Designation Table  
Employee Incentive  
List Of Furniture And Fitting & Office Equipment  
Administration Budget

## MARKETING PLAN

Introduction  
Product Concept  
Marketing Plan  
Marketing Strategy  
Target Market  
Market Segmentation  
Market Size  
Competitors' Strength And Weaknesses



Rujukan Kami : 500-KDH (MEDEC. 15/2/1)  
Tarik 16 JUN2002

---

**KOORDINATOR MEDEC**

---

Kampus Sungai Petani  
Peti Surat 187  
08400 Merbok  
Kedah Darul Aman.  
Tel : 04-4574350  
: 04-4571300 - 1066  
Fax : 04-4574355  
E-mail : [tphcakdh@kedah.itm.edu.my](mailto:tphcakdh@kedah.itm.edu.my)

**KEPADA SESIAPA YANG 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 Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Rashidah bt. Md. Rashid
2. Siti Rosmarina bt. Mohd. Bokry
3. Norasiah bt. Hj. Basri
4. Ruziha bt. Fouzi
5. Norhayati bt. Raji

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**  
Koordinator MEDEC  
b.p Pengarah

# EXECUTIVE SUMMARY LETTER

As we know that anything that was done by planning first before do it can show good impact after we implement what we have plan before. So we take in consideration that planning well can ensure our business run smoothly in the future. A comprehensive business plan helps us to analyze and evaluate the ability of our business proposal. This business plan is a guideline for us in order to running our business effectively and efficiently. When running SHINING GLORY STAINLESS STEEL we have to take into account four aspect and we have to give serious attention on the aspects. Start with administration plan, operational plan, marketing plan and lastly financial plan to complete all the aspects.

When talking about administration plan, this type of plan concern on management of the business or also known as managerial aspects. This plan focus on job description, job specification, vision and mission of the company, incentive that given to workers, recruitment as well as budget of Administration Department. Besides that, this plan is essential in order to ensure that the business is well organized to achieve the mission and vision of the company set up before. It also shows the ability pertaining to the distribution of task to the suitable person based on the skills and qualification.

Then another plan that is quite important to run a business is operational plan. It is important because it include the process of ordering and stocking materials that we would like to sell. On the other hands, it can also meet our expectation and satisfaction when running our business in the future. Generally operation plan include systematic flow chart process, list of supplier, effective working schedule to suit to the company or business needs and customers satisfaction as well.



The third one is marketing plan where this type of plan is a pulse to the company in order to maximize profit of the business. It also can ensure that the business has ability to compete with other competitors and the existence of the business into the market become more valuable. Marketing plan can also direct us in order to determine our target customer, product concept and forecast sale. We can give best service to our customers by preparing marketing plan.

Lastly yet important for starting new business is financial plan. This plan prevent surplus budget of the business where it consist of cash flow and budget of all department expense. Information in this plan is so important to determine whether the business make profit or vice versa. It is also essential for person who holds responsibilities to make decision in the business such as partners or Manager herself by referring to the financial report in order to enlarge the business in the future.

We hope that our business will be success and we could get reasonable profit due to our sacrifices either in terms of money or time and ability. At that same time we could divide the profit equally among us according to the profit sharing ratio stated in the contract of agreement. As we noted that nowadays Malay entrepreneurs usually fail to compete with other entrepreneurs especially Chinese because they do not plan well before start business. We hope that by preparing this business plan, our business will achieve success and can compete with other business at the same grounds. This business plan will be an evidence that planning well ensure good impact if we could gain profit when we start our business next year.