

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI

INTRODUCTION TO ENTREPRENUERSHIP ETR300

SAFE ROOF ENTERPRISE

PREPARED BY:

SYAMSUL FAIZI BIN SALEHUDDIN	**97353476**
JUNAINAH BINTI HARON	**97363209**
SUZI BINTI DIN	**98495522**
ROSEAIDA BINTI HARON	**98495474**
ATHIKAH BINTI SAAD	**98495243**

PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)
UNIVERSITI TEKNOLOGI MARA
Kampus Sungai Petani
Peti Surat 187
08400 Merbok
KEDAH DARUL AMAN

No. Fax: 04-4574355
No. Tel: 04-4571300
E-mail : art77@kedah.itm.edu.my

Surat Kami : 500-KDH(MEDC.15/2/1)
Tarikh : 21/01/01

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 dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam 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. SYAMSUL FAIZI B SALEHUDDIN 97353476
2. SUZI BT DIN 98495522
3. ATIHKAH BT SAAD 98495243
4. R SE AIDA BT HARON 98495474
5. SUNAINAH BT HAJ ON 97363209

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

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN
Koordinator
b.p. Provos

CONTENTS

TITLE	PAGES
SUBMITION LETTER	
THANKS AND REGRATS	
PARTNERS AGREEMENT	
EXECUTIVE SUMMARY	1-2
INTRODUCTION	
• Introduction	4-5
• Purpose	6
• Background of the business	7
• Project background	8-9
• Background of partners/shareholders	10-14
• Logo	15-16
• Logo explanation	17
ADMINISTRATION	
• Organization chart	19
• Mission	20
• Job specification	21-23
• Remuneration	24-25

EXECUTIVE SUMMARY

Safe Roof Enterprise is name of our business partnership. There are five important person in the born of Safe Roof Enterprise who are being as a background of he business. Our five partners are Syamsul Faizi B. Salehuddin as general manager, Junainah Haron as administration manager, Rose Aida Haron as operation Manager, Suzi Bt. Din as Marketing Manager and lastly Athikah Saad as Financial Manager.

Safe Roof Enterprise run the business as a roof supplier in the Northern Region, Perak, Pulau Pinang, Kedah and Perlis. We have many types of roof. It is Glaze and Unglaze. It is include ceramic clay and romance clay roof. Our roof also comes in a wide range of colors and design. It are naturally beautiful and versatile.

Safe Roof Enterprise was established the business with RM 450 000 of beginning capital. Each of the partners was contributed RM 45 000 as the share of the business. Beside that Safe Roof Enterprise also make loan from the May bank Finance amounted RM 150 000 with 10% of interest rate in 10 years. We choose May Bank Finance because it has an established finance position.

The concept of our business are supplier the roof and selling it to the customer. We involved in this business because we realized that there is still lack of Bumiputra had involved in this industry. This business have a bright prospect and have a potential market because the growth of this industry. It also because the increase in the housing industry. This industry also have a wide market because increasing in housing industry.

INTRODUCTION

Safe Roof Enterprise is established with agreement and cooperation from partners, they are Mr Shamsul faizi B. Salehuddin,Ms. Rose aida Bt Haron, Ms. Suzi Din and lastly Ms.Athikah Saad. After we considered with a few reference factors , we agreed unanimously to start the business as a TBF Malaysian dealer. We choose to be the dealer because of great performance in the roof industry and our business will expect to start on 1 January 2001. The beginning capital of our business is RM 450 000.

We run our business with sell roof to the customers and it have many types of roof and many design for the customer to choose from. There are three types of roof. It is ceramics, semen and clay roof. The customer can choose any design or types of roof that they want. Basically the uses of the roof is almost same and the different only their design or the material use for the roof.

For our business we choose Laguna Merbok, Lot 193, Laguna Merbok , Business Park. 08000 Laguna Merbok, Sungai Petani, Kedah as location of the business because it is one of the housing area that will be develop in future. The location is strategic and near at the main road and housing area. The people also easy to find this place for example like Taman Ria, Kawasan Perindustrian MIEC, Bandar Aman Jaya and the other location.

We found that this business has a high prospect to grow according to a research that we have done and the demand upon roof is also high from the customers because of the some factors such as increase of population and growth in infrastructure development especially in housing sector.