



MARA UNIVERSITY OF TECHNOLOGY

DIPLOMA IN BUILDING

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

KELIP-KELIP LIGHTING

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ACKNOWLEDGEMENT

We're grateful to Allah the Almighty, generous and merciful because his grace, this business project of '**Kelip-Kelip Lighting**' can be completed.

Our first thanks would go to our knowledgeable lecturer, Mr. Abg. Sulaiman bin Abg. Naim as our advisor for this project paper who has guided, nurtured and give us full support throughout this project paper. We hope that he will be more prosperous in all his undertakings and wish him and his family good health.

We also would like to thank the government agencies, as the appreciations in helping us in doing our business project as they has provided us all the helps in order to complete this business plan.

Lastly, thanks also go to our classmates for their support and cooperation, we pray to Allah will bless of all the individuals that involved in completing our Kelip-Kelip Lighting business project.

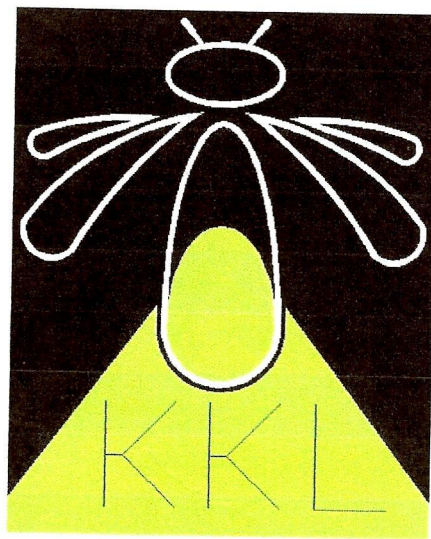


INTRODUCTION TO BUSINESS BACKGROUND

1.1 Name of the company

As agreed by all of executives in our company, the name of our company will be '**Kelip-Kelip Lighting**'. The word 'kelip-kelip' which means firefly, an insect which glows when their surrounding are in darkness, it emits light naturally from its abdomen during night. With that reason, we chose the name to symbolize our commitment to the lighting industry as we would like to be the major provider of sales and services in Kota Samarahan.

1.2 Company logo





1.5 Nature of The Business

The business offered is to sell and give installation and wiring service of all types of interior lightings available in the market. As a trader and a service provider, we hope that we will be able to maximize our profit and minimize the cost of operation. Our main target markets for the time being are residential and commercial buildings. However, we are expecting to expand our business into the government and private sector after we gain enough experience in the industry.

1.6 Industry Profile

In the construction industry, lighting is mostly demanded in the new building and also in the existing building for maintenance. Lighting and the construction industry has a symbiotic relationship, where they need each other. For instance, as the building construction goes on, the lighting system has to be installed together.

By taking that into consideration, we chose to penetrate the lighting industry as our country is developing rapidly. Many construction industries require large numbers of lighting contractors to take on the responsibilities on the lighting system. In addition, the number and the advance of technology of lighting makes this industry grows bigger. Furthermore, we can see that the lighting industry will never fade as every building and residential needs lighting system for more years to come.



2.0 ADMINISTRATION PLAN

2.1 Introduction

Administration plan is one of the most important parts in office management to ensure the management is always in a good and well condition. Some content in administration plan consist of objective and goal that keep the organization in the right track. In our company, it is important to have an efficient and systematic management system parallel to our target to earn the highest profit with the lowest cost possible.

In our company the administration plan involve the main element, which are mission, vision and objective and element such as planning, leading, organizing and controlling of financial, physical, human and information resources. The administration plan is an efficient method to know the business purpose and with it, the flow of our business will be managed effectively.

2.2 Company mission.

Our company's missions are to expand and establish new branches in Malaysia. Apart from that, the important mission is to make and gain our profit as time pass by. The next mission is to provide quality lighting services to attract our customer to use our service in the next condition that thus will add our profit.

Our company's goal is to expose our name in the market of lighting and gain as many regular customers as we possibly can. As the result of that, the quality of our product and service will be noticed. Apart from that, we are also aiming to gain and maintain the market share of our company above 30% compare to our close rival and competitors.