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**ZASARR AIRCOND SERVICE**

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## 1.0 ACKNOWLEDGEMENT

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Furthermore, we would like to wish a lot of thank to our parents, our trustful friends, the insurance and electric supply companies, banking institution and so forth for displaying cooperation and support in terms of encouragement and assistance in the completion of our project.

We would also like to thank our classmates who have helped us in answering questions related to the business plan. Their generosity and assistance are greatly appreciated. Lastly, we will also like to wish thousand of gratitude to all individuals who were directly or indirectly involved in the succession of our project. We are truly thankful for all the support. We would also like to wish for the continuous and enhanced team spirit for the sake of service and high quality for all. Thank you.

## 2.0 EXECUTIVE SUMMARY

The name of our business is ZASARR AIRCOND SERVICE. Our business is in the form of partnership which consists of six members. Each partner contributes certain amount of capital as agreed in the partnership agreement.

There are no sleeping partners and all are entitled to participate actively in the business management. We have reached an agreement to entitle that Abg. Abdul Rahman bin AbgA'zman acts as General Manager, Abg Rezuan bin Abg Adam acts as Marketing Manager, Amirul Siraj Munir bin Jamallariffin@Zainal acts as Operational Manager, Zubir bin Shibli as Administration Manager, Mohd Arif bin Rasidi and Syafiq Haqim bin Julayhi acts as Financial Manager. The selection of the General Manager is based upon the consensus among the partners and is selected based on the experience, skills and ability.

The management team will be headed by the General Manager and assisted by the other manager. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for all administrative jobs such as planning and arranging the remuneration schedule of salaries and wages. The Operation Manager is responsible for the operation and will be supervising and coordinating the operation of the business.

The Marketing Manager is responsible to create the marketing plan, identifying customers' needs and demands, identifying the competitors, the target market and the market size forecasting in the future. Lastly, Financial Manager will handle all the financial matters such as preparing the budget and financial statements for the expenses of each departments and controlling the money flow of the organization.

## 6.0 INTRODUCTION OF BUSINESS PLAN

During the time we setting up our business plan, it really requires us to have an efficient management. This includes good control in various aspects such as company's administration, marketing strategies, operation plan and financial control. All business partners must fully involve in achieving company's goals. This also includes our company.

Nowadays, in Malaysia as in any other developing countries the business sector has an enormous potential for improving the nation's economy and income. Due to this positive development, we find ourselves interested in getting involved in the business sector. As we have seen, there are a lot of businesses in Malaysia, especially businesses involving service. At this point of view, we can see how people try to involve themselves in businesses to gain profit. Despite the active participation of Malaysian businesses, there is a dearth of businesses offering services in developing areas in Malaysia, particularly in Kota Samarahan, Sarawak.

We have decided to be involved in this market because of the increasing demand of customers need in air conditioning services. So, we decided to set up a partnership dealing with air conditioning services. This can help our partnership to be known as one of the prominent businesses to provide this kind of service.

ZASSAR AIRCOND SERVICE provide services including air conditioning repairs and maintenance. We have members who have experience and professionalism in air conditioning servicing. Our vision is to be the prominent air conditioning service business in Kota Samarahan.

Our mission is to provide more excellent services and expand our services on other electrical appliances. Maintaining the quality of our service as the best and taste eco-friendly is our main concern. The objectives of our business are:

- To gain profit of around RM120000 in the period of three years.