

Forwarding agent 3/6/08  
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## **TABLE OF CONTENTS**

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<b>Executive Summary .....</b>	<b>1</b>
<b>Purpose.....</b>	<b>3</b>
<b>Introduction.....</b>	<b>4</b>
a) Introduction.....	4
b) The Partnership agreement letter.....	5
c) Background of the business.....	12
d) Background of the partners/shareholders.....	13
e) Location of the business.....	17
<b>Administration Plan.....</b>	<b>19</b>
a) Objectives.....	19
b) Organization Strategies.....	20
c) Organization Structure.....	22
d) Organization Chart.....	24
e) Administrative Budget.....	25
<b>Marketing Plan.....</b>	<b>26</b>
a) Marketing Objectives.....	26
b) Marketing Strategy.....	27
c) Marketing Analysis.....	27
d) Marketing Structure.....	27
e) Target Market (Consignees).....	28
f) Current Market Trend.....	29
g) Current Market To The Future.....	29

h) Future Plan.....	29
i) Demographic.....	30
j) Geographic.....	30
k) Our Competitors.....	31
l) Marketing Budget.....	33
<b>Operational Plan.....</b>	<b>34</b>
a) Operation Planning.....	34
b) Exchange Process and Productivity Indexes.....	35
c) Operation Activities of A Forwarding Agent.....	36
d) Flow Chart Process of A Forwarding Agent Service..	37
e) Operation Process Methods.....	38
f) Choosing Business Location.....	39
g) Operational Budget.....	41
<b>Financial Plan.....</b>	<b>42</b>
a) Project Cost Implementation.....	42
b) Sales and Request For First Year.....	43
c) Office and Transport Calculation.....	44
d) Table Of Depreciation.....	45
e) Cash Flow Pro Forma.....	46
f) Profit and Loss Account.....	49
g) Balance Sheet Account.....	50
<b>Justification.....</b>	<b>51</b>
<b>Appendixes.....</b>	<b>52</b>

## **EXECUTIVE SUMMARY**

In 2000, **The Hermes (M) Sdn Bhd** is established. This establishment is due to the coming AFTA in year 2003 that was announced by the government. This mean at that time, many goods are being imported and exported. So, our establishment is to provide forwarding service to those people who are involved in that business.

### **Background**

Potential consignees need to know the importance of time in doing this transaction because when their goods are not taken out of the port in certain time, they had to face loss. So, here we focused on time in doing transaction as our name of business is The Hermes, the name of Greek divine messenger that move with god speed.

### **Target Market**

For the time being, we are focusing on consignees that deal with imported cars. This because we are still new and we need time to expand. Anyway, we will expand our market when we have established and that we target before AFTA.

### **Objectives**

As one organization in **The Hermes™ (M) Sdn Bhd**, we have done properly in all aspect of business planning such as organization aspect, marketing, operation, services and financial aspect. So, this business plan will be organized and this business will easily start operating.

**The Hermes™ (M) Sdn Bhd** has it's one objective in the business strategy and the objectives are dividing into two, that is: -

## **SHORT TERM OBJECTIVES**

1. Try to get high profit with the minimum cost possible.
2. Encourage importers to import more products and exporters to export more products
3. Try to be efficient and effective in the management of **The Hermes (M) Sdn Bhd** and be cooperate between partners.

## **LONG TERM OBJECTIVES**

1. To implement the encouragement of the government.
2. Trying to get as many consignees not only from KL, but also from other places throughout the country.
3. Involving in healthy competitions among the competitors around the business are.

## **Management**

For an organization to be function effectively, a proper organizational structure must be in place. The organization structure is designed in such a way that the management must work as a team and they are structured according to functions, responsibilities, and objective of the company.