

**MARA UNIVERSITY OF TECHNOLOGY**

**BUSINESS PLAN**

**ETR 300**

**D'CHEAP HARDWARE SUPPLIER SDN. BHD.**

**TUTOR : CIK ZUHANI BTE ISMAIL KHAN**

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## EXECUTIVE SUMMARY

Sometimes, a name of business could be a factor for the business to be successful. However, it's also depends on how the could be memorized by the customer. Similarly, customer would remember to the names that are easy and shorted.

After the discussion among the partnership was done earlier, D'cheap hardware supplier is chosen as the name for our business. The name is selected because it's has a relation with the business. Beside that, it's also simple and easy to memorize by everybody. There are a few kind of business operate in Malaysia. For our business, it belongs to Sendirian Berhad (SDN. BHD.). This is because our country is a developing country in multi sector. Therefore, an overview was made about the business. The overview enclose with type of business, location, date of commencement, choice influence factor and potential of business. This will make the management of the business become easier on the future.

The location of the business is depending on the research of our officer at the location. The area that had chosen is in developing area and has a big potential for progressing. The rent exchange for our premise is not too high and suitable with our finance. According to the business plan, our premise should be open on 12<sup>th</sup> December 2001. All the preparation is callipered done before the date. The objective of the preparation is to make the promotion of our business become easier to the people surround. If any side problem exists, it was solved by a discussion made between the officer.

Besides that, a research was made for introducing the potential of our business. The results for our research is positive. It means the business have a big potential to become a familiar business.

## PURPOSE OF BUSINESS

These are listed purpose in writing a business plan.

1. Able to apply a bank loan and acts as a reference background for the business.
2. To allow the entrepreneur to view and evaluate the purpose business venture in an objective, critical and practical manner.
3. To act as a guideline in managing and opening a business.
4. To convince relevant parties as to the investment potential of the project.
5. To analyze and evaluate the viability of a proposed venture.

## **COMPANY BACKGROUND**

Name of Business: D'cheap Hardware Supplier Sdn.Bhd

Business Address: No.25, Jln Tengku Ampuan Zabedah J, 9/J, Seksyen 9,  
40100 Shah Alam, Selangor Darul Ehsan

Correspondence Address:

40300 Shah Alam, Selangor Darul Ehsan

Telephone No.:

Form of Business: Sendirian.Berhad

Main of Activity: Supplying for the Hardware and Timber

Date of Commencement: 12 December 2001

Name of Bank:

Bank Account No.:

Equity Contribution