



MARA UNIVERSITY OF TECHNOLOGY
FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300
ROCK OIL ENTERPRISE

PREPARED BY:

MOHD HISHAMUDIN BIN SADIRAN
2002196492

NORZAKIYATUL HASANAH BT ZAKARIA
2002196638

MOHD KHAIRUL MUSTAQIM BIN MAZLAN
2002196478

FARIZ ALIF BIN ISMAIL KASSIM
2002196558

PREPARED FOR:

ENCIK AHMAD TAJUDDIN ARIFFIN



UNIVERSITI
TEKNOLOGI
MARA



Pusat Pembangunan Usahawan Malaysia
Bangunan MEDEC (Blok 13)
Intekma Resort & Convention Centre
Universiti Teknologi MARA
Seksyen 7, 40000 Shah Alam, Selangor, Malaysia
Tel : 603-55225485/55225461/55225466
Fax : 603-55225467

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan,

PER : PENGUMPULAN MAKLUMAT UNTUK MATA PELAJARAN ETR 300

Dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar Fakulti Seni Persembahan, Universiti Teknologi MARA (UiTM), Shah Alam.

	Nama Pelajar	K/P UiTM
1.	Mohd Hishamudin b. Sadiran	2002196492
2.	Norzakiyatul Hasanah bt. Zakaria	2002196638
3.	Mohd Khairul Mustaqim b. Mazlan	2002196478
4.	Fariz Alif b. Ismail Kassim	2002196558

Pada semester Nov. 2004 - April 2005 ini, mereka sedang mengikuti mata pelajaran **Asas Keusahawanan (ETR 300)** yang dikendalikan oleh **Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM**. Mata pelajaran ini bertujuan untuk mendedahkan para siswazah dengan budaya keusahawanan. Sebagai memenuhi keperluan mata pelajaran tersebut, mereka dikehendaki menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek perniagaan yang telah mereka pilih.

Sehubungan dengan itu, pihak kami amat berbesar hati sekiranya tuan/puan dapat memberikan kerjasama yang sewajarnya kepada pelajar berkenaan agar mereka dapat mengumpul maklumat bagi menyempurnakan penyediaan RP masing-masing.

Sekian, segala kerjasama dan perhatian tuan/puan kami dahului dengan ucapan ribuan terima kasih.

Yang benar,

AHMAD TAJUDIN ARIFFIN

Pensyarah
Pusat Pembangunan Usahawan Malaysia (MEDEC)

/la

INTRODUCTION



Lot 1074,
Persiaran Raja Muda Musa,
42000, Palabuhan Klang,
Selangor.
Tel: 03-55416856
Fax: 03-55416856
Email: rock_oil@yahoo.com

ENCIK TAJUDIN BIN ARIFFIN,
MEDEC,
INTEKMA Resort & Convention Centre,
40000 Shah Alam,
Selangor Darul Ehsan.
2005
SIR,

4 January

SUBMISSION OF THE BUSINESS PLAN

As refer to the above matter, we are proudly proceeds this Business Plan as to fulfil the requirement of the subject ETR 300, as well as to prepare ourselves to the business sector.

2. This Business Plan is paper works that explain the operation of the strategies to endorse our advertising business.
3. We decided to start the business because of many reason. Among the reasons are we wanted to increase the monopoly of the business market among ~~the many people~~ that MEDEC panel will be satisfied with our work and effort. Any useful criticism and suggestion from MEDEC are welcome. The criticism and suggestion will definitely be our guide in performing the business soon.

Thank you,

MOHD HISHAMUDIN BIN SADIRAN
GENERAL MANAGER



Lot 1074,
Persiaran Raja Muda Musa,
42000, Pelabuhan Klang,
Selangor.
Tel: 03-55416856
Fax: 03-55416856
Email:rock_oil@yahoo.com

Introduction

Our business called ROCK OIL ENTERPRISE. ROCK OIL ENTERPRISE is located at Lot 1074, Persiaran Raja Muda Musa, 42000 Pelabuhan Klang, Selangor.

Our company plans to launch our business on 4th of January 2006. we provide services for our customer especially for those who have vehicles. The services provided are petrol filling and mini mart.

Location

The reason why we choose this locatin because it is very suitable for our business and the place is strategic. Near the location, we can see the transport company that they have a lot of vehicles there.

Another factor of why we choose the area is because of the large number of people live in that area and that factor will help us earning profit. Beside that, we also have the opportunity to create healthy competition among competitors.

Our company has good infrastructures such as electricity, telephones and water.