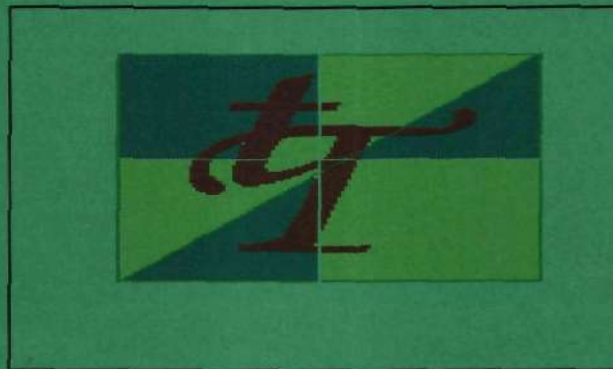


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ETR 300



TERRA TILES SDN. BHD

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PREPARED FOR:

PROF. MADYA ISMAIL B WAHAB

DATE OF SUBMISSION:
28TH SEPTEMBER 2004

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EXECUTIVE SUMMARY

The stories of Bumiputera entrepreneurs in the trading tiles industry are disagreeable and unpleasant and sometimes dishearten enough, but still few of them emerges and succeeds in the industry. We would like to increase the numbers of Bumiputera in the industry and we would like to at least motivate them to open the business. As a leader in the tiles industry, we would like to raise the benchmark further. We would also like to provide an excellence in quality of service and the products that we sell.

The products that we want to sell are categorized depends on the design and the finishing of the tiles. Generally, there are three types of ranging from fully-vitrified homogenous glazed tiles, glazed ceramic wall and floor tiles and special decorative border tiles of various shapes and sizes. The products that we might sell are locally produced such as White Horse and Guocera as these two brands emerge as the main names in the construction industry.

Middle class people, design company or someone related to the construction industry are our main target market. They have the power to choose the design that they required and most of them seek good quality tile products.

Our company will provide a varying tiles which suits with all the needs of the customers according to the design, texture and the sizes. By selling a good quality products, we would like to satisfy our customers so that they will not only know the quality tiles that we sell, but we also would like to provide a good services to them.

COVER LETTER

Zuriana Bt Mohd Rasidi,
Siti Khadijah Bt Md Fadzil,
Zulfa B Arith,
Zaidi B Zaki,
Noraihan Bt Zainal Abidin,

Prof. Madya Ismail B Wahab,
Lecturer ETR 300,
Universiti Teknologi MARA,
40000, Shah Alam.

28th Sept 2004

Sir,

SUBMISSION OF BUSINESS PLAN

As the mentioned above, we would like to submit our business plan. Our group have decided to establish a tile company which sell and trade tiles products.

- 2) Our company name is Terra Tiles Sdn Bhd. The type of company that we run is private limited company . After did many researches and gathered all the informations, we intend to sell this products as it brings profits and demandable.
- 3) With this project, we hope that our project will bring good benefits to both parties. Thank you.

Yours sincerely,

Zuriana Bt Mohd Rasidi

Siti Khadijah Bt Md Fadzil

Zulfa B Arith

Zaidi B Zaki

Noraihan Bt Zainal Abidin