

# **BUSINESS PLAN OF ECOFRIENDS SDN BHD**

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## **EXECUTIVE SUMMARY**

This business plan is prepared by the management of ECOFRIENDS SDN BHD (353019-U) for new entrepreneurs and businessmen who wish to venture in this type of business. It emphasizes on the type of service offered by the company, its strengths, and the potential for the company to develop and grow.

ECOFRIENDS takes great pride in providing cleaning services for chemical and petrochemical plants by utilizing the high-pressure water blasting method, which is considered new to the industry but is highly demanded by factories and such plants. ECOFRIENDS also provides high-pressure bolt tensioning for machines and plants, with the cooperation of an established principal provider in the United Kingdom.

We projected a gross profit of at least RM 1.2 million for the year 2001 with possible contracts offered and sealed with major dealers such as Petronas Refinery Sdn. Bhd, Eastman Chemicals Sdn. Bhd, Huntsman Tioxide Sdn Bhd, Polyethylene (Malaysia) Sdn. Bhd and Esso Gas (Malaysia) Sdn Bhd. As to date, ECOFRIENDS has engaged into various projects and contracts with the listed companies and has achieved acknowledgements due to the quality service provided. The costs of execution of such projects are roughly estimated at about RM 0.75 million, and with the suitable machineries and equipment, along with our highly skilled and professional core personnel, ECOFRIENDS SDN BHD are sure to secure more contracts and bring about a much better profit for the coming year.

The management team of ECOFRIENDS SDN BHD wishes to thank the parties involved in making this project a success and their cooperation are very much appreciated, we look forward in working with the said parties again in the future.

ZUL IHSAN B MD DESA  
MANAGING DIRECTOR

## **INTRODUCTION**

After much planning, sorting and brainstorming; along with reference and guidance from those who are experienced in managing and operating the similar area of business, I have decided to engage and operate a company dealing with industrial plant cleaning and building services.

ECOFRIENDS SDN BHD was incorporated on 22 February 2002 as a wholly owned Bumiputra company with the aim to actively venture in providing specialized heat exchangers and tank cleaning services to all petrochemical plants in the Kuantan , Kemaman and Kerteh areas. On the strength of its experienced and skilled core personnel, ECOFRIENDS SDN BHD has been able to secure new contracts and has consistently delivered a safe, good quality and reliable service to its customers. On 22 March 2002, ECOFRIENDS SDN BHD officially started commencing its operations after attaining approval from the Registrar of Companies.

ECOFRIENDS SDN BHD provides the following core activities :

- Cleaning of industrial and plant equipment, including tank cleaning using high pressure and ultra-high pressure water-jetting methods
- Hydraulic bolt tensioning
- Chemical cleaning of pipeline and equipment
- High-pressure water blasting method for surface preparation
- Supply of manpower, machinery and equipment for industrial plant cleaning
- Cleaning services for buildings

ECOFRIENDS SDN BHD has a rented office building in Wisma Serangkai, located in the outskirts town of Kemaman, and a workshop in the Jakar Industrial Areas, located in the outskirts of the town. I find these locations to be strategic because of the easy accessibility to the locations aforesaid and the necessary facilities needed to operate and manage the business are easily available.