

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)



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**UNIVERSITI
TEKNOLOGI
MARA**

ILOLI ENTERPRISE



Industrial Lorry Lubricate Industries

FACULTY OF MECHANICAL ENGINEERING

Diploma in Mechanical Engineering (EM110)
Faculty of Mechanical Engineering
Universiti Teknologi MARA
Cawangan Johor
Kampus Pasir Gudang
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24th February 2016

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**ILOLI ENTERPRISE – LORRY SERVICE AND MAINTENANCE**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Thank you,

Yours sincerely


.....
SAFWAN BIN SHAHABUDIN
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are grateful to the greatest Creator of human kind Allah S.W.T for giving us the chance and opportunity to complete this business plan successfully.

First, we would like to take this opportunity to thank Mr. Tai and Mr. Nassir from TMC workshop trading service for providing us with useful information in the process of preparing the business plan. We also would like to give appreciation to Madam Suhana Binti Ahmad and Madam Thahira Bibi Binti TKM Thangal, our Fundamental of Entrepreneurship (ENT 300) lecturer, who helped us in completed this business plan. Not forgotten, to our families and friends who always support us.

Besides that, we would like to give a big appreciation to our panel of judges. They have been gave a constructive complaint, brilliant comment and suggestion that should be add up value in our business in the future.

Lastly, we are grateful to the boards of director of IloIi Enterprise for their impressive ideas and full commitment without complaining throughout the process of preparing this plan. Hopefully, the experiences we gained from this project will help us in the future and contribute to our nation.

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EXECUTIVE SUMMARY

Iloli Enterprise provide lorry's maintenance and repair service around Pasir Gudang and neighboring area where they lack of lorry workshop to provide such service. The area hosting hundreds of factory from multiple industry which use lorry in distribution and production.

Our mission is to deliver great services beyond industry expectation. Our customer mostly come from key economy industry of Pasir Gudang such manufacturing, logistic, warehousing and other engineering-based industries. These industries require their main transportation which is lorry to perform smoothly in their daily operation. Iloli enterprise aim to provide reliable service so that the lorry could reach each respective factory needed in operation.

We offer services and maintenances of air break, lubricant oil, air conditioning and engine overhaul. Mainly, we replacing broken components and calibrate some instrument.

In Pasir Gudang and neighboring area, there are few lorry workshop actively operating but our market research has shown the density of lorry keep increasing each year. The existing workshop cannot catch up with the increasing number which had causing most lorry had to wait to get their service.

Iloli's marketing strategy is to fulfill the need of lorry services especially in term of air conditioning services and maintenance. This is because there are none of existing workshop offering air conditioning service for lorry in the region.

The management of Iloli Enterprise consists of co-owners Safwan, Hafiz, Zakri, Afif and Hakim. All graduated as Mechanical Engineering student from UiTM Pasir Gudang. Zakri who had certificate of automotive technician will be in charge for operation. Meanwhile, Safwan and Hafiz both had certificate in general machinery, respectively as general manager and administrator manager. Hakim hold position as marketing manager due to his experience in online marketing at sas-hub.com. In the other hand, considering his interest of financial, Afif acting as financial manager.

Based on the size of our market and our defined market area, our sales projections for the first year are RM 667 200. The salary for each of the co-owners/managers will be RM 2000 except the general manager's salary will be RM 2 500.

We are seeking an operating line of RM 150,000 to finance our first year growth. Together, the co-owners have invested RM 12 000 to meet working capital requirements.

We plan to aggressively build our client base through flyers, business contact and sign board. We confident that Iloli Enterprise will able to attract industry throughout Pasir Gudang to trust their lorry in our hand.