



اَوْبُو سَيْيْتِي تَيْكُونُ لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



ALIMAS PLASTIC INDUSTRIES SDN. BHD.

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300/ETR300): BUSINESS PLAN

PREPARED BY:

FACULTY & PROGRAMME : **ACIS & DIPLOMA OF HALAL
MANAGEMENT**
SEMESTER : **FEB 2020 - JULY 2020**
GROUP MEMBERS : **NUR ALMAS BINTI AHMAD**
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:
:
:
:
GROUP : **IC1204C1**

PREPARED FOR:
LECTURER'S NAME: MADAM ASIAH BINTI ALI

SUBMISSION DATE: 20 JULY 2020

ACKNOWLEDGEMENT

Alhamdulillah, I feel most grateful to Allah S.W.T for the completion of this Business Plan as one of the assignment that need to be implement in the course work assessment for the code ENT 300.

I want to say special thanks to my parents in supporting us from behind in complete this business plan. This business plan has been provided with cooperation that given from my members and support from many people too. Other than that, not to be forgotten to my lecturer which are MADAM ASIAH BINTI ALI who is teaching me with giving the useful information in doing my business plan.

There are a lot of things that I have to face like finding raw material that suitable for process the plastic product and durable machine for using in business. This business plan covers about organization, marketing, operation, financial plan and any other information as a guide for begin this business. Lastly, I would to be thanks to them who had contributed the ideas for this business plan until I can completed this business plan successfully.

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EXECUTIVE SUMMARY

The company of Alimas Plastic Industries Sdn. Bhd is a form of business based on partnership which is four members that involved which have the important position in my company such as administration manager, marketing manager, operational manager and financial manager. This company prepared several of plastic products using the raw material that specific for process the products only. It is located at Dungun, Terengganu.

Alimas Plastic Industries Sdn. Bhd more focuses on production of plastic which is it wanted from customers nowadays because it is always used and at the same time not have expired date. So, customers can store the product first and use when necessary. Among the differences of our products with other company are we use a high quality products and take raw material from suppliers that offer the affordable price for company so that company of Alimas Plastic Industries Sdn. Bhd not need to take out a lot of money for produce the products.

To attract the customers, we offer the special gift for our special customers who was come buy wholesale products, will get the free container plastic that given. There are some research I did which is majority of other company in produce the same type of products not give the free gift like my company of Alimas Plastic Industries Sdn. Bhd. In addition, other getting a profit from the company's products, I also practice my workers with selling while by giving the gift.