

JATI SHELL SDN. BHD.

BUSINESS REPORT.

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PREFACE.

BISMILLAHHIRRAHMANIRRAHHIM...

First of all, we want to say a lot of thank to:



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Members of Jati Shell Sdn. Bhd.



All the individual or organization direct or indirect that helped us for preparing and making this business plan.

Your faithfully,

.....
(Abd. Hadi b. Jamaluddin)

.....
(Mohd. Azmin b. Sahar)



.....
(Sarusirawana bt. Idrus)

.....
(Nurul Syamsiah bt. Mohd. Shah)






.....
(Nornadia Elvira bt. Norman)

-MAY GOD BLESS ALL OF YOU -

WHAT IS BUSINESS PLAN?

-  Business plan is a written which described the proposed business or project to be undertaken in a comprehensive manner.
-  It also known as a working paper, business proposal, project paper or prospectus.

REASON FOR PREPARING A BUSINESS PLAN.

-  Opportunity for entrepreneur to assess the business venture objectively, critically and practically.
-  To study and evaluate the feasibility of the business.
-  To convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture.
-  As a guideline for day-to-day management of the business.
-  To be able to distribute business resources more effectively.

SHELL IN MALAYSIA

As part of the Shell Group, Shell in Malaysia is committed to the principle of Sustainable Development that can meet the needs of the present generation without compromising the ability of future generations to meet their own needs. Our actions will therefore be guided by the need to make business decisions that demonstrate economics, social and environmental responsibility for which our stockholders and society at large can hold us accountable.

Sustainable Development is not just about environment and social concerns. It is very much about economic performance too because in today's world it is increasingly difficult to sustain a healthy bottom line without a strong environmental and social performance as well.

Through Sustainable Development we integrate the economic, environmental and societal aspects of our business to achieve sustained financial success, safeguard our environment and develop our reputation as partner and provider of first choice for all of our shareholders, customers, employees, those with whom we do business, society and future generations – all of whom expect us to engage with them, listen to them and evolve to meet their changing expectations.

We aspire to be the “Top Performer of First Choice”, by operating our businesses efficiently, responsibly and profitably. In seeking high standards of performance, we seek a long term presence in this environment; striving to help all our stakeholders improve their quality of life; whilst contributing to the nation's progress towards Vision 2020.