

# Consultant Engineering Company

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**LETTER OF SUBMISSION**

**Consultant Engineering Company**

2nd Floor DesallmuShophouse ,  
Desallmu , 94300 Kota Samarahan ,  
Sarawak .

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**Miss Adriana Mazwa Raudah Binti Amir Abdullah**

Lecturer of ETR 300 (Entrepreneurship) ,  
UiTM Sarawak ,Kampus Samarahan ,  
94300 Kota Samarahan , Sarawak .

Miss ,

**Re : Submission of our Business Plan**

As stated , I ; Anthony Ak David as the General Manager of the Consultant Engineering Company , acting on behalf of my fellow group members would like to submit our business plan for your reviewing purpose .

2. It is hope that through the business plan purposed , we can improve our financial base and also futher improve our presenting skills . All information for this business are available in this business plan .

Your time and support is highly appreciated .

Thank You .

Yours Sincerely ,



(ANTHONY AK DAVID)

GENERAL MANAGER OF CONSULTING ENGINEERING COMPANY

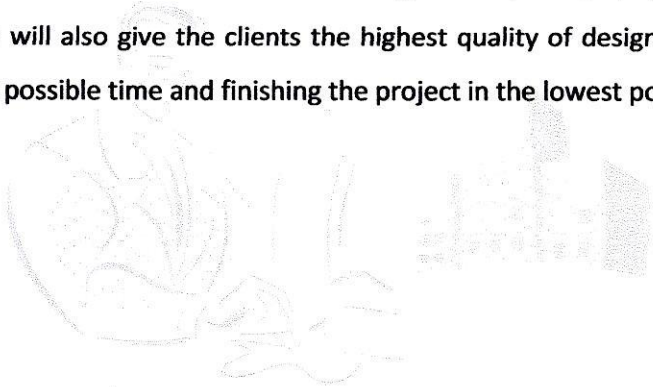
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## 1.1 EXECUTIVE SUMMARY

Consulting Engineering Company Will be form as an engineering/consulting firm specializing in engineering services. A home office in Desa Ilmu , Kota Samarahan will be established the first year of operations to reduce start-up costs . The firm is found and established by four professional engineer with progressive and responsible experience .

The four founder of the firm provided an initial investment towards start-up costs . With this , more than half is required for start-up expenses while the balance is to be place in the company account as working capital . The firm will specialize in providing three dimensional modeling and visualization on the project to our clients . The art of analysis and design tools will be integral part of the firm . Implementation of a quality control and assurance program will provide a focus for production work .

The firm offers comprehensive services designed allow the company to do whatever it takes to finish a project . Some of these services include design work , remodeling and alterations , and site preparation. The firm will also give the clients the highest quality of design works apart from finishing the design in shortest possible time and finishing the project in the lowest possible costs .



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## 1.2 INTRODUCTION

Consulting Engineering Company is a new company which provides professional engineering design services for clients which manage, maintain and plan for residential, commercial and industrial type buildings. Our focus will be the public sector market in remote communities across Kota Samarahan and Kuching .

Consulting Engineering Company will be created as a partnership company. The company will be owned by the four founder of the firm .Anthony Anak David is appointed as the General Manager and Administration Manager . The General Manager will be responsible in planning , operating , staffing , directing and controlling the business . The General Manager also in charge on the financial of the firm . The General Manager will also be the Financial Manager of the firm .While , the Administration Manager will be in charge in organizing the firm by planning all resources such as capital , manpower , technology and materials efficiently , organized the resources effectively , leading then controlling the resources . The Marketing Manager is appointed to Ryle Rayong AkTandang. The Marketing Manager will be evaluating market acceptance , developing strategies to market services of the firm , identifying required resources to execute the market strategy and estimating marketing financial requirement . The Operational Manager is appointed to Mohd Hatimuddin bin Mohd Dahali. He will be in charge in operating the firm and make sure the firm is able to deliver services according to the specification , quality , and time specified by the client . The Financial Manager is appointed to Rolland Anak Satinnng .The Financial Manager will be in charge in determining the size of investment , identifying and proposing the relevant sources of finance , ensuring that the initial capital is sufficient etc .

We will establish a home office in Desallmu , Kota Samarahan in order to reduce start-up costs. An interactive website will also be developed which will serve as a marketing tool. The domain name of "consultingengineering.com" has already been reserved. Consulting Engineering Company will be commencing in 5<sup>th</sup> January 2011 .