



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ELECTRICAL ENGINEERING

DIPLOMA IN ELECTRICAL ENGINEERING (EE112)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CARAYA ENTERPRISE

LAMP INSTALMENT SERVICE

PREPARED FOR:

PUAN NORANITA

PREPARED BY:

AHMAD AR MAL BIN AZMAN

NUR KHAIRUNISA BINTI ROSEADE

FAIZ IZZAT BIN HAMDAN

MOHAMAD SAHRULIDRYAN BIN SAHRUAZMAN

AHMAD DRYAN BIN ABDI RAHIM

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2015819924

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2015812768

I. INTRODUCTION

1.1 Name of The Company

The name of this company is Cahaya Enterprise. We choose this name because our company provided installment service for several type of lamp.

1.2 Nature of Company

We are a company that focuses on lamp installment under the name of Cahaya Enterprise. In addition, we also provide each of the component of the lamp for costumer.

1.3 Industry Profile

Our product are use to control light by using light dependent resistant (LDR) and timer. The LDR will operate when the light intensity is low. While, the timer is set by the user themselves whenever they want the lamp to light up. Our product and service are suitable for houses, factory and office.

1.4 Location of Business

Cahaya Enterprise is located at No.106, Jalan Sierra Perdana 4/1, Masai, Pasir Gudang Johor. First of all, we choose this location because Masai is one of the place in Johor that is currently developing. The rent is also affordable.

1.5 Date of Business Commencement

Our company will commence its operation in 1st January 2018.

1.6 Factors in Selecting the Proposed Business

We choose this type of business because nowadays, many new buildings and offices are being built around Johor. As conclusion, we believe that our service is needed.

1.7 Future Prospects of the Business

We hope that our product and service can be accepted and satisfied by all of the customers. We also hope that our service can be market at all over the place.

2. Purpose of preparing the business plan.

2.1. To apply for financing facilities from the relevant financial institutions and to evaluate the project viability and growth potential.

The business plan is a communications tool to inform and persuade the financial institutions in order for the business to support a financial faci and venture capital and viability of the business. Cahaya Enterprise apply for a finance support from CIM bank because it has le interest and easy to negotiate. As been mentioned above, this project will provide the best installment service and people will see the potential for this business in the future due to viability in this business.

2.2. To allocate business resources effectively.

As a new business or venture, a financial matter is very crucial to be handling is most effective way. All the resources is quite limited since we a new in the industry and lots of money are needed in our effort to become a establish partnership in the competitive industry. The business plan allowed us to make a clear an effective plan on how we will spend our resources in the most effective manner. This is important to avoid any wasteful of resources such as fixed asset that we owned is allocate in effective manner.

2.3. To act as a guideline for the management of the proposed business.

Business plan consists of theory part of each aspect that we need to master in order to make the venture is profitable. In making the plan become real, plan and strategies are needed as guideline in making any decision that can affect the business development from time to time.

2.4. To evaluate the project viability and growth potential

Business plan enables the entrepreneur to evaluate new product line and services, promotion or expansion. They need to understand and forecast the company's staffing needs and to document marketing plan because a well-documented marketing plan is essential to the growth of a business. Besides that, business plan helps them to define agreements between partners and to better understand the competition, analyze it and understand company's competitive advantages.

3. Business Background

Table 3.1 Business Background

Name of the Business	CAHAYA ENTERPRISE
Business Address	NO.106, JALAN SIERRA PERDANA 1, MASAI, JOHOR
Correspondence Address	NO.106, JALAN SIERRA PERDANA 1, MASAI, JOHOR
Website	www.cahayaenterprise.com
E-mail	cahayaenterprise@gmail.com
Telephone Number	07-4230001
Fax Number	07-4230002
Form of Business	INSTALLATION SERVICE
Main Activity	LDR AND TIMER INSTALLATION SERVICE
Date of Commencement	11 JANUARY 2016
Date of Registration	1 JANUARY 2016
Registration Number	196403-V
Name of Bank	CIMB BANK
Bank Account Number	8832665412