



اَبُو سَيِّدِي تَكُونُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

KOTA SAMARAHAN, SARAWAK

FACULTY OF ARCHITECTURE PLANNING AND SURVEYING

ENT300

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

COMPANY:

**ABRAM CEMENT ENTERPRISE**

PREPARED BY:

**NICK MATTAARI AK JEFRI** 2009428222

**HELDA DONNY** 2009438008

**MARINA BT HADENAN** 2009434506

**ECCA SANDRA GUNSALAM** 2009208762

TITLE:

**CONSTRUCTION INDUSTRY**

Date of submission: 8<sup>th</sup> April 2011



## 1.4 SUBMISSION LETTER

Students of,  
Diploma in Building  
Faculty of Architecture Planning and Surveying,  
University of Technology Mara, Kota Samarahan,  
94300 Kuching, Sarawak.

---

Miss Siti Farah bt. Lajim,  
Lecturer of ETR300,  
University of Technology Mara, Kota Samarahan,  
94300 Kuching, Sarawak.

Miss,

### Business Plan for ETR300

Based on the statement above, I, Nick Mattaari Jefri, as the General Manager of **ABRAM CEMENT ENTERPRISE** and also the representative for my fellow team members, would like to submit our Business Plan to you for your reviewing. We decided to set up ABRAM CEMENT ENTERPRISE as one business plan stated at:

2. Preparing the business plan is to fulfill Entrepreneurship Foundation (ETR) and to expose students about business world in globalization era. The students can get much benefit from various perspectives such as theology, economics, psychology, social psychology, sociology, organizational behavior, business management and strategic management. The students also can get opportunity to venture in this business for their future.

3. We have to finish this business plan based on the due date that has been made. We would like to thank for all support and teach during the progress to prepare this business plan as requirements subjects in our courses.



## 1.6 EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in MATANG area, our group decided to specify our business in selling cement. Our group has come up with the business plan of partnership whereby our organization's name, known as ABRAM CEMENT TRADING.

In order to establish our business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance are seriously taken into consideration.

In the administration part will tell us the administration budget including the chart of the organization, remuneration table, job description, and so on. But most of all, our goals and strategies which tell us more about the organization will be told in this part of the study.

The marketing and the operation plan are carefully handled in order to obtain maximum profit, it is important as these are the factors that determine the percentage of profit and the allocation of market share in selling services which eventually affects both operations and marketing. Besides that, they also show the organization's strategies of promotion and the operation process. Further details will be shown in the marketing and operation plan.

The finance will tell us about the organization capital, trading profit and their balance sheet as well the organization's cash flow. Besides that, it shows the organization profit and loss account.

We sincerely hope the guideline that has given to us will help us to correct our mistakes and so our Business Plan will be accepted.



## TABLE OF CONTENT

CONTENT	PAGES
<b>1.0 GENERAL PLAN</b>	<b>5 - 25</b>
1.1 ACKNOWLEDGEMENT	6
1.2 INTRODUCTION TO THE BUSINESS PLAN	7
1.3 IMPORTANCE OF A BUSINESS PLAN	7
1.4 SUBMISSION LETTER	8 - 9
1.5 PARTNERSHIP AGREEMENT	10 -11
1.6 EXECUTIVE SUMMARY	12
1.7 INTRODUCTION TO BUSINESS PLAN	13 - 14
1.8 NAME OF THE COMPANY	15
1.9 BUSINESS BACKGROUND	16
1.10 BUSINESS LOCATION	17
1.11 OFFICE LOCATION	18
1.12 WAREHOUSE LOCATION	19
1.13 LOGO DESCRIPTION	20
1.14 SHARE HOLDERS BACKGROUND	21 - 24
1.15 PARTNERS CONTRIBUTION	25
<b>2.0 MARKETING PLAN</b>	<b>26 - 43</b>
2.1 INTRODUCTION TO MARKETING PLAN	27
2.2 OBJECTIVES	27
2.3 TARGET MARKET	28
2.4 SELLING PRICE	29
2.5 MARKET SIZE	30
2.6 COMPETITORS	31 - 32
2.7 MARKET SHARE	33 - 34
2.8 SALES FORECAST	35
2.9 MARKETING STRATEGIES	36 - 42
2.10 MARKETING BUDGET	43



## 1.7 INTRODUCTION TO BUSINESS PLAN

Construction explores the management of people, processes and materials on specific building projects as well as, more broadly, across the building industry. The world of a construction is unlike any other. It's exciting, wondrous, startling, and informative.

Cement is one of the important materials for building construction and any related to concrete making such as dam, water storage and embankment. Cement as a material with adhesive and cohesive properties which make it capable of bonding mineral fragments into compact whole. Cement is the setting agent of concrete, and bulk of cement is used in this state is Portland cement.

Communities in Matang, Kuching area increases years by years, so the demands and needs of houses and shops building also increase. The demands and needs of cement also increase as there are many people that needs cement materials to make their own home or doing some renovation for their house. Because of this reasons, we have come out with an idea to set up a business based on the selling material product which is cement.

We do realize this would not be an easy task. There must be a lot of patience and full hearted determination. To ensure that this business achieve its goal, we have done an intense research before we start the business. After few discussions, we have decided to set up a partnership company-**ABRAM CEMENT ENTERPRISE**. Our major focus is to sell good quality of cement at the area that we choose. We are also selling bricks for minor projects of construction. Besides that we also have small concrete mixing plant. We are very optimistic that this business will gain a large profit. The industry itself grow tremendously from a small business to a business that worth a million ringgit.

In order to make this business plan running smoothly we must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management to make sure our objective will be achieved and we have to put effort in preparing this business proposal. Marketing production and financial aspect must be considered in business which consist a complete team of management that planning, organizing, leading and controlling. All these aspect is important in achieving our goals.