



BUSINESS PLAN

Fundamental of Entrepreneurship (ETR 300)

APEX DOOR Sdn. Bhd.

**Lot 8014. Blk.59, MTLD,
94300 Kota Samarahan,
Industrial Estate,
Sarawak, Malaysia**

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**Diploma in Building
Faculty of Architecture, Planning and Surveying
MARA University of Technology
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APRIL 2007



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16th April 2007

Dr,

SUBMISSION OF PROJECT PAPER ETR 300

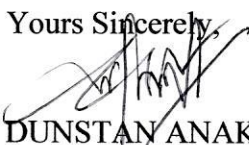
Regarding to the statement above, I Dunstan Anak Sugai, the General Manager of the **Apex Door Sdn. Bhd.**, gladly submitting our business plan to fulfill the requirement of our course, ETR 300.

For your information, we have gathered all information by doing research, interview and secondary data. All the shareholders have given their best effort and co-operation in order to complete this project.

Lastly, through this business plan, we are really hope that you will grant us the permission for our business.

Thank you.

Yours Sincerely,


DUNSTAN ANAK SUGAI
GENERAL MANAGER
APEX DOOR SDN. BHD.

EXECUTIVE SUMMARY

THE COMPANY

APEX DOOR is a Private Limited Company. There are five members of the shareholders, which are the General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Managers. The business of our factory is to manufacturing door. Our target customer would be any type of people especially for houses construction. However, we are more focus toward construction project which is mainly needs door as the purposed to building entry.

APEX DOOR Sdn Bhd. Lot 8014. Blk.59, MTLD, 94300 Kota Samarahan, Industrial Estate, Sarawak, Malaysia. The premise is well equipped with all facility and such a perfect location for our factory. By God willing our factory will be fully operate on 1st January 2008. This area is a commercialized area and consist variety of customers.

We have full confident that we can be success in doing this because there are fewer competitors at the area. Due to the advantages and the accommodations as mention early we sure can capture a substantial portion of market.

ADMINISTRATION PLAN

The administration is one of the important of an organization base from which the business routines are maintained and controlled. The Administrative Manager is responsible to manage the overall business objectives and goals. Besides the administration plan, it also contains the job description, schedule of remuneration, list of office equipment and administrative budget.



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NAME OF THE COMPANY

APEX DOOR SDN. BHD.

A business plan is a written document that serves as a blueprint and guide for a project that one intends to undertake. Business plan is important purposes to predict viability and explain all about our business such as our activities, strategy, financial or another that related to business. This also to make people and entrepreneurship easy communicate with each other and run the business easily from business plan, because all information are in it.

Business plan shows us a new business, which are emphasize the opening of our timber door and supply door to the domestic purposes. Our business named **APEX DOOR Sdn. Bhd.** and our business are form in shareholders.

As timber door dealer and provide it to construction market, we are involving in this field aiming to be successful 'bumiputera' company in Sarawak. Not more of 'bumiputera' are involving in this field, most of non- bumiputera are conquering this business. We are also want to create healthy competition to produce high quality production in the construction market.

Our business purpose are to capture the market share and provide high timber door quality and production in local market and satisfy our customer's needs and wants. By introduce our business to the public in the short period. We also want to improve our performance from time to time.