



FACULTY OF CIVIL ENGINEERING

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ENT 300

CHAHAYA SDN.BHD

PREPARED FOR:

MDM THAHIRA BIBI BINTI TKM THANGAL

PREPARED BY:

NAME	MATRIC NUMBER
AHMAD TAJUDDIN BIN RAMLY	2015343027
WAN NURAINI BINTI MOHD SUKERI	2015348425
SHAFIQ BIN NOR AHMAD	2015305331
MOHAMMAD ADIB BIN MOHD JAFRI	2015125733
MUHAMMAD AZFAR BIN MOHD ROSLI	2015749271

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## EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000 where the total contribution of each member is RM20,000. Shovel with light is one of the most popular shovel at our company. Our company is located near Bandar Seri Alam, Johor with address: Lots1, First floor, PTD 220529, Persiaran Seri Alam, Bandar Seri Alam, Johor. CHAHAYA SDN.BHD is a company which focuses on tools production in Malaysia. Before this product came out, the shovel can use in daylight or bright places. To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this shovel. With our new innovation, tools which have been improvised by sensor to make a better tools for people digger to choose a suitable place for digging safely based upon the latest technology advances and in compliance. With loan given as a support from CIMB BANK we are hoping and wishing to make CHAHAYA SDN.BHD able to achieve outstanding demand from consumer. Our business is expected to commence on 2016 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our shovel to attract other company to deal with us with a better price. This will be realized by the full cooperation and efforts among the partners to promote company.

## INTRODUCTION

1.1 Name of company: Chahaya Sdn. Bhd

1.2 Nature of business: Industrial tools

1.3 Industry profile: Our business company currently owned by partnership, incorporated as Chahaya Sdn. Bhd. Our business provides tools that work for friendly user. These products were initially designed for a shovel which is detect suitable places for digging than ordinary shovel.

1.4 Location of the business: Lots1, First floor, PTD 220529, Persiaran Seri Alam,  
Bandar Seri Alam, Johor.

1.5 Date of commencement: 30<sup>th</sup> October 2016

1.6 Factors selecting proposed business: Our business has produces better shovel designs and friendly user that can help process digging become easier nowadays in the world of construction. Besides, this product provided for contractor and even to public