

Executives Summary

As the entrepreneurs, we would like to introduce our business plan and its basic features. The idea of starting the business came to our minds because we observed that there are some imperfections in current products, which is battery manufacturing. In addition to that, for the time being this industry is considered quite new. Hence we have minimal competition over market share. We see that as an opportunity to take a piece of the industry. Because the blooming of transportation industry by the government owned companies like Proton, Perodua and Modenas, as well as government agencies such as police department, and other government agencies, we plan to tie up a tender with the government itself to assure loyal clients.

The six of us decided to pull in every inch of resource we can muster to start a manufacturing company. We register the company as a private limited company under the name Hasrat Muda Sdn Bhd. consisting of the following members:-

This means that the company is fully owned by bumiputras. We see the condition as an advantage when we are legally obligated to pay only 75% of the corporate tax for the first 5 years.

We have applied our own manufacturing license by submitting our proposal to the ministry of entrepreneur development and cooperation. Our manufacturing plan is located at the Petaling Jaya industrial site, where the manufacturing plant is under the pollution Act control. Our manufacturing waste should be controlled to the proper sewage system.

We plan set up our office and factory in No 3, Jalan 227, section 51A, Petaling Jaya, Selangor because it has strategic connections between businesses, clients and physical resources. Located within the range of local

highway exits, the factory has intermediate access to almost every major capital of the countries. With that advantage the company has high probability for expansion.

The premises are rented because we cannot afford to own one yet. So are our equipments. We opt to hire purchase most of them. The area is already an established manufacturing ring including renowned corporations. So we figure we can use the characteristics to our advantage. We are planning to compete and have some share in most vehicle battery market including cars, bikes, truck, trailers et cetera. Another reason we choose to start the business is because this industry is currently monopolized by the non-bumis.

If all goes well, we are going to produce the batteries with minimal dependence on semi-processed material. This means that we buy raw material and use our own facilities to create a sellable products.

Concluding with advantages above we believe the business has potentials to monopoly the business over Asian or even the world market.

Purpose of Business Plan

Like any other business, we set up the company in the interest of profit. A successful attempt in this industry means high profitability. As mentioned earlier, we forecast the company to expand at least in terms of distribution, production or profits if not the facility within 5 years. In longer terms we planned to have branches in countries like Taiwan or Europe. We can see here the business plan is used a benchmark so we shall whether we have fulfill our business goals or not. The business plan is also to fulfill the ETR 300 subject which all students have to take to complete their diploma.

By planning our business we can evaluate in which place these products are direly needed for example in the local automobile industry. If we are able to fulfill the demands of the government based factories, we can safely assume profit at least RM 5 million per year. At the same time we are doing favors by decreasing the amount of flow out in local currency because the country will not have to import these of products anymore. It is base on teaching material and also references to others who want to manage their business operate in efficient, effective and systematic. Furthermore help to even the odds or at least decrease the margin of non bumis monopoly in the industrial sector.

Give confident to the financial institution for lending a loan to the business to support buying the machinery equipments.

The business planning help entrepreneurs to determine whether the business will success or not, the establish business planning will attract and give confident to the new entrepreneurs to form a business, besides, it also gives satisfaction and comfort to the customers to have the best products and services. Determine the opportunity available and barriers in aspect of competition. Arrange the strategy as to be facing the competitors and develop the business in the future.

A business is very useful in terms of management. It can be used as a guideline for the management. Policies of company can be referred to from the business plan. This way, the employees are adequately taken care of and their rights are preserved. This is also applied to the Management Department. Related to the government strategy to encourage the Bumiputras participation in business. Entrepreneurs will see forecast and measure the project in critical and practical.

Using business plan, company resources are efficiently spent and used. Failure to plan company's spending will result in unpredictable loss of profit, resource or budget.

Judging by the climate of the industry, we can safely estimate to fulfill our vision within the next 5 years.

Business Company Background

Name of the Company: HASRAT MUDA SDN BHD
Address: No 3, Jalan 227, section 51A, Petaling Jaya, Selangor
Telephone: 03 - 7893333
Fax / E-mail: admin@hm.com.my
Form of Business: Private Limited
Main Activity: Battery manufacturing
Date Registration:
Number of Registration: 000129
Date of Commencement: 14 JUNE 2004
Initial Capital: RM 900, 000
Name of Bank: Development Bank of Malaysia