

ETR 300

ENTREPRENEURSHIP

ISTIQAMAH ENTERPRISE

CONSTRUCTION MATERIAL SUPPLIER

**DIPLOMA IN CIVIL ENGINEERING
FACULTY OF CIVIL ENGINEERING**

UNIVERSITY TECHNOLOGY MARA

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BUSINESS SYNOPSIS

COMPANY NAME.

“ISTIQAMAH Enterprise” is a combination idea of partnership and agreed by all by all share partners. Other than that, the name shows that an efficient, friendly, trusteeship and strength of company based on Islamic concept.

FORM OF BUSINESS.

The business is under partnership Act 1965 because we have contribution of the capital. We believe that each partnership will be more responsibility to this business operation and aiming to get profit and bonus for contribution money that give have given.

LOCATION.

Our business cooperation is at **Lot 664, Jln Muda Kuari ,Pulau Nyior , 0600 Jitra Kedah Darulaman.** Our location is very strategies because it is located between two state Kedah and Perlis. So it will easy to operate our company.

CAPITAL

The total capitals to start our business are RM 390,000.00. The sources of capital are from:

Cash (contribution)	: RM 190,000.00
Loan	: RM 200,000.00



SERVICE OF THE BUSINESS

We want to establish the good relationship with the customer. Other than that we also to make the customers feel comfortable with our service. All the ordering will deliver by company vehicle.

MARKETING

We supplied our material based on our market size (north Kedah such as Jitra ,Kodiang, Alor Setar, & around Perlis) and target market (Government sector project, private sector & housing developer.

COMPETITORS

The competitors are as follows:

- I. SIN GUAN HUAP TRADING
- II. CHAP SIN SENG HUAT ENTERPRISE
- III. GOH TUCK LEE HARDWARE SUPPLIER
- IV. O-TP ENTERPRISE
- V. GOH CHUAN BEE ENTERPRISE

MANAGEMENT

We are together managing our business according to the obligation of job position, General Manager, Marketing Executive, Operation Executive, Financial Executive and Administration Executive.