

BUSINESS PLAN REPORT

Star Soap Enterprise

271, Jalan Perak 7,
Mergong 11,
06250 Alor Setar,
Kedah Darul Aman

PREPARED BY:
NADIYATUL AKMAL BT GHAIFULLAH
NORHIDAYAH BT ABDUL WAHAB
NORAZLAILA BT ANUWAR
WAN ZALIZA BT WAN MD NOR
ROHANI BT AWANG

DATE

16TH March, 2005

TABLE OF CONTENT

ACKNOWLEDGEMENT	3
TABLE OF CONTENTS	4
EXECUTIVE SUMMARY	5
INTRODUCTION	6
PURPOSE	8
BACKGROUND OF BUSINESS	11
BACKGROUND OF SHAREHOLDERS	13
LOCATION OF THE COMPANY	19
THE ADMINISTRATION PLAN	34
THE MARKETING PLAN	53
THE OPERATIONAL PLAN	77
THE FINANCIAL PLAN	96
APENDIXES	124

EXECUTIVE SUMMARY

In present, the government is encouraging and helping the *Bumiputra* especially Malay to involve in manufacturing industries and to be more competitive as this business is conquered mainly by the Chinese and others. This to improve the economic of the *Bumiputra* themselves, hence, to be more competitiveness in international trade world. Star Soap Enterprise is build to accept the government challenge and bring new trend on today's market on manufacturing industries.

Star Soap Enterprise is a *bumiputra's* company based upon soap and toiletries manufacturing and, commercializing 100% *bumiputra* and Muslim's soap at the northern region of Peninsula Malaysia. Star Soap Enterprise is a partnership business and this company's business commencement will be on June 2006.

Our target is to expand our business to the whole Malaysia, and hopefully in the incoming years, we'll have our own branches nationwide.

INTRODUCTION

Star Soap Enterprise is a new partnership-based company that manufactures and markets a comprehensive range of personal care products, which caters for the needs of the general masses of the Malaysian population, especially to the northern region.

Star Soap Enterprise will step forward on manufacturing and marketing range of personal care based goat milk and fragrance extract from fruits raw materials.

This company will be operating on mid June 2006 and we chose Alor Setar, Kedah as the location to start our business as there are many sources for our business available there.

Star Soap Enterprises is built with the co-operation of 5 members or shareholders with each members positioned as the managers of the company. Each partners contributes RM 50,000.00 except for the general manager, which contributes RM 60,000.00. The remaining capital is from bank loan, worth RM 150,403.00.

BACKGROUND OF BUSINESS

Name of business: Star Soap Enterprise

Business address: 271, Jalan Perak 7, Mergong 11, 06250 Alor Setar, Kedah
Darul Aman

Corresponding address : As above

Telephone number : +604-7745354/ (Fax) +604-7745211

Form of business : Partnership

Main activity : Manufacturing and marketing various nature of soap
made of fruit extract and goat milk

Date of Commencement : June, 2005

Date of business registration : May, 2005

Business registration number: 243580-U

Name of bank : Bumiputra Commerce Bank

Company's Acc. No: 0922-0112153-524

Business Capital: RM 1,400,00.00

Financial source: (a) Partners contribution
(b) Bank loan

140000.00