

MARA UNIVERSITY OF TECHNOLOGY

ETR 300

QUINTECH INDUSTRIES SDN.BHD.

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EXECUTIVE SUMMARY

“Quintech Industries Sdn. Bhd.” has developed with co-operation of five members that have their own duty. To start this business, every member contributes the sum of RM 220000 and a loan from bank, which is RM 70000.

Our business offers fiberglass product such as the septic tank for housing purposes. This kind of business is quite new and it is an advantage for us because we don't have many competitors and we can enter the market easily.

Our business location is in Sg. Petani, Kedah. We choose this location because this is an industrial area. It is easy for us to set up our factory and dealing with the customer. Furthermore it is located near the PLUS highway, which is easy for transportation.

Our company has 20 workers that work full-time. A good deal between our agents to produce the product make our company confidence to realize this product can be accept by the customer.

For the marketing strategy, we have made a survey to make sure our business going smooth. The survey based on number of hose developer and contractor in northern area. For every increase in population, there will be an increase in number of housing area that will be built. We took this advantage because we can easily produce the tank for housing purposes. This is the main way how to forecast our market.

CONTENTS

Preface	
Acknowledgement	
Logo	1
Logo Description	2
Agreement Letter	3
Executive Summary	5
Introduction	6
Purpose of Business Planning	8
Business Background	9
Background Of Shareholders	10
Project Location	15
General Business Description	17
Organizational Chart	18
Organization Planning	
• Organization Strategy	19
• List of Shareholders	20
• Workers Requirement	22
• Table of Designation and No of Workers	23
• List of Staffs	24
• Jobs Description	25
• Inventory Table	28
• Employee Incentive	29
• Infrastructure Support	31
• Equipment and Expenses Table	33
• Administrative Expenses	34

Marketing Planning

- Introduction 35
- Marketing Concepts 36
- Target Market 37
- Market Size 39
- Competitors 40
- Strength and weaknesses of Quintech Industries 44
- Market Share 45
- Sales Forecast 50
- Marketing Expenditure 51
- Marketing Strategies 52

Operation Planning

- Introduction 59
- Workforce 60
- Operation Hour and Raw Material Purchase 61
- List of raw material 62
- List of machines & equipments 63
- Operational costs 64
- Operational Expenditure 65
- Process Description 67
- Flowchart of Septic Tank 69
- Operation plant layout 71

Financial Planning

- Introduction 72
- Sales and purchase 73
- Organization budget 74
- Marketing budget 75
- Operations budget 76
- Project cost and financing 77
- Forecast performance 78
- Depreciation of fixed asset 79
- Pro-forma cash flow statement 80
- Cost of production 81
- Pro-forma balance sheet 82
- Financial ratios 83

Appendices