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# **ETR 300**

# **ENTREPRENEURSHIP**

**Diploma In Civil Engineering**

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## **INTRODUCTION**

The business plan was prepared by In-Building Enterprise as a guide line in managing the business. The business plan is prepared to obtain a term of loan for the amount of RM 800 000 from Maybank Finance Berhad.

Each business plan is prepared for a specific purpose. There are four departments in our business organization ; Administration Department, Financial Department, Marketing Department and Operation Department.

Administration Department is the management of all expenses in administration department include administration cost, fixture and fitting , and purchasing price as we have planned. It also to obtain a good relationship between employer and employee , and also with the customer.

Financial Department is the management of the finance, expenses for the whole of company either in will produce a profit or not. This department will ensure the expenses is manage and keep in the good task and safe, without having any corruption or anything that will make this business having any financial problem.

Marketing Department is the management of marketing strategy , to introduce , to develop , to increase , to add or to encourage our product and services at the targeting market that depends upon the geographic factor, demographic factor and psychographics factor.

Operation Department is the management of the performance of work to ensure the entire operation to run this business in the good quality and quantity of work to be achieve. The operation department is also the representative of the business to the customer and this is one of the factor that will help to increase the profit of sales if the relationship between the customer and company is satisfied.

Besides these departments we also have a General Manager which is the head of the company that control the whole departments. A good manager will make the company in good path of a successful business.

## SUMMARY OF

### **In-Building ENTERPRISE**

**In- Building Enterprise** is a company that situated in the state of Kedah Darul Aman , which is a company that runs the business that supply the household needs and also in the field of construction. The business plan started with the capital expenses of RM 800 000 that obtain in the term of loan from Maybank Finance Berhad. The shareholders of the company ,which involves the partnership members, five of them who are invested another total amount of RM 150 000. This means that to start this company in the world of business we need the total amount of RM 950 000.

**In-Building Enterprise** is registered company under Business Act 1965 (Amended 1978) is located at Lot 267, Lorong Peremba,05050 Alor Setar, Kedah. Our operation time is started at 10 a.m and ended at 7 p.m from Saturday to Thursday. Our market size is in the territory of the northern of Peninsular Malaysia, which covers the state of Kedah and Perlis. Our major business operation is a supplier for the sanitary for building purpose. Besides, we are also provide the services, installation and also the maintenance on sanitary, air-conditioning and electrical equipment for the houses and also for buildings.

**In-Building Enterprise** provide a good quality of work as our most aspect to fulfill the needs of our customer and we preserve the satisfaction to our customer. Our workers are the skilled and experienced in their work, that can provides a good quality of work, as our motto is *We Supply, We maintain, We Care.*