

**BUSINESS PLAN
ETR 300**

**NORTHERN STAR ENTERPRISE
(ALUMINIUM PRODUCT)**

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INTRODUCTION

Nowadays, there are many entrepreneurs that find an opportunity to have an own business. It is also happened to us. Northern Star Enterprise one of the new companies which is managed by four managers. The four managers are General Manager, Marketing Manager, Operation manager, and Financial Manager.

Northern Star Enterprise is a small-sized business that has a small and medium industry, which is yield an aluminium product. This product is usual in our local industry. We as new entrepreneurs were tried to make the business of aluminium product bigger than usual. We are tried to make the market bigger than the others because in our surveying this business has a talent to success in future. The aluminium product that will keep goods for sale to customers such as a soundproof doors and windows, shower screens, balustrade, flower stands, lighting glass house, etc. Our product is different with the others because we were chosen aluminium as our raw material in this manufactures. This aluminium product is not only suitable for essential thing but it also aesthetic.

Even our product is not new in Malaysia's industry, but our competitors are not too much because majority of entrepreneurs that have a business of aluminium product is as a small shop. Even though, we are still make sure that our product will be satisfied customers wants. This is because our products have a high quality beside aesthetic with suitable prices.



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The location of Northern Star Enterprise is at Jitra, Kedah. Our company and factory will be operating on January 2004. We are also earnest desire to satisfy market, which are entrepreneurs at other states have monopolized. This is the way to prove Malaysia's entrepreneurs also can produce a good quality of aluminium product like them, beside that, the prices of the product also suitable for customers.

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