

# MARA UNIVERSITY OF TECHNOLOGY



## ETR 300 BUSINESS PLAN HAVOC AUTO-ENT

FOR  
PREPARED BY  
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## **INTRODUCTION**

HAVOC AUTO ENTERPRISE is a new company that doing the business selling car accessories and services to all our car users.

This company is the partnership company incorporated by five members and it means that all partners that involve must be responsible to bear all the risk happens to the company. The scope of the operation is giving our best services to the costumers and make sure that our product is in best quality.

HAVOC AUTO ENTERPRISE has decided to start its operation on 1<sup>st</sup> January 2004 at No 28 & 29, Jln Shahab Perdana, Shahab Perdana, 05990 Alor Setar, Kedah Darul Aman. The selected location are strategic and its suitable for making business because it is found becoming the local citizen focus in doing their business. Furthermore, it also easy to be found and also near with road and other relevant sector.

As a new company, HAVOC AUTO ENTERPRISE has done various researches so that the company status and profit is maintained each year. Before our company exists, there are many companies that did the same business that are monopolized by Chinese either in Alor Setar or in Perlis. That's why we develop this business so that we can compete with other non-Bumiputera's company.

Five managers that are one general manager, one administration manager, one operation manager, one financial manager and one marketing manager have doing their job effectively and giving best performance in making the vision of the company archived.

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