

TITLE PAGE

# CEOFLUFFY

**MANUFACTURING BASED OF KAPOK**

CEOFLUFFY ENTERPRISE

1036, JLN MAKMUR 4/7,

09600 LUNAS, KEDAH.

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**DATE: 26 AUGUST 2001**

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## **EXECUTIVE SUMMARY**

Our business name is CEOFLUFFY ENTERPRISE. The concept of our business is manufactured. We choose manufacture because it has a potential development especially to increases number of higher manufactured industry.

Ceofluffy Enterprise is private company. In here we have five share holders operating the business. The highest position here is General Manager, which hold by Nur Hasliza Bt Hasmali. The other importance position hold by these company are Admistration Manager, Nurliza Bt Rozis, Operation Manager, Juminaton Bt Khalif, the Marketing Manager, Nor Azyani Bt Mohd Basar and lastly the Financial Manager, Nurlia Bt Johari.

Our business capital is RM 629,794. General Manager has contributing a capital to the business that is RM 25,000, while the other main position of company contributed the amount as RM 25,000. The additional money is come from the loan that the company gets from Maybank Finance Berhad. The worth are RM300, 000.

All partners have the best qualification that based on business academic and the bonuses are experience in various part of skill. In addition we also have a skillful labor force such as the general worker, guard person, Quality Control person and more.

Our business location is very strategic and suitable with our business. It is located at 1036, Jln Makmur 4/7, 09600 Lunas, Kedah Darul Aman.

For administration plan, we decided to rent the one best location of business operation house for our small company. Beside the top manager offices are the position of our operational area and store and also toilet and other facilities like canteen and the praying place. We also make the new renovation and the best method also technology for our employee and customer to feel the best atmosphere. In our administration area, we set

it the most suitable renovation like the guestroom, the office set machine and more. We placed our operation and the administration offices with the high technology like computer with Internet network and the latest machines to make our operation done in smoothes and fast. For the storeroom, we set a good enough space places for keeping our stock in the quality ways.

We had decided to do some strong and efficient way for our marketing strategy. There we put some money in putting the signboard, business card, brochures, get in list of yellow pages, and some air advertisement. Our target markets are around northern area and it is only use the method of geographic.

The operational plans, we working 6 days per week. 20% of the output every month we keep it for safety stock. Our purchases are every month and its based on the forecasted sale. All the purchases are bought for the sales in the next month. We always aware to the output for the seasonal factor.

Inside our financial department only employed the one financial manager to organize our resources of fund. She is the ones who are going to audit our account term in our company and helped by General Manager as well.

## **1.0 INTRODUCTION**

### **Name of business**

We are choosing name of 'Ceofluffy Enterprise' because it is connected with the product we are produced.

### **Type of business**

The type of our business is manufacturing product based on kapok.

### **Industry overview**

Current situation of the industry that we involve now is having a good future. For now, production based on kapok still new in the market. Even it's new, we believe that this industry will achieve its peak when we starting our business.

### **Location**

The location of our business is very strategic because it is located near the highway Kulim-Butterworth and the facilities around are easy to meet.

### **Date of commencement**

We will start our business in 1<sup>st</sup> January 2004.

### **Factor influence the choice of business**

We choose the business based of kapok because we believe that this business will give us a good profit.