

# CM SERVIS SYSTEM ENT.

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## INTRODUCTION

Nowadays, Malaysian has penetrated to the new era of technology. The development of technology and entrepreneurship industry at Malaysian has produced a lot of new entrepreneurs.

Because of that we take this initiative not to be left behind and to be competitive in the market. It is one of the ways we can support Malaysia to achieve 2020 vision.

Our company or business will be establish on the 1<sup>st</sup> January 2004 and we have decided to name our company as ' CM Servisystem Ent. '. It is the partnership company that has fully owned by bumiputera. Our business is divided into two sections, there is cleaning and maintenance whereby the location that we had chosen is at No. 13, Ground Floor, Lengkok Cempaka 1, Persiaran Cempaka, 08000 Bandar Amanjaya, Sungai Petani, Kedah Darul Aman.

There are many factors that influence us to select this form of business. One of them is because it is easy to get financial and support other capital sources that can be obtained from partners. Beside, we can see a lot of ideas, capability and the skill then can be integrated for the development our business.

The other objective that encourages us we to doing this business are because of its high potential in the future. We can see that there is a few among bumiputera operate this type of business.

## THE BACKGROUND OF PROJECT

### ❖ LOCATION

Our company had chosen the best location for our company business stated in area, which has big potential to grow up in several years later. The address is No.13, Ground Floor, Lengkok Cempaka 1, Persiaran Cempaka, 08000 Bandar Amanjaya, Sungai Petani, and Kedah Darul Aman. The location is 5 km from the town of Sungai Petani.

### ❖ PHYSICAL LOCATION

The location is the nearest to main road in Bandar Amanjaya. Beside it, our company also is in a strategic place. This is because there is a lot of people who is managing their business at this place, which is surrounded by business area. One of the reason is there are no business like this have been done yet. So it is easy to our company to enter in the market and it will be expected to guaranty the development of the marketing in our service. Moreover, this business place is near the hospital, departmental hotel and others.

### ❖ BUILDING

The type of the business place is three-storey shopoffice. Our company is located only on the ground floor, which has 6500 m<sup>2</sup>. The buildings are builds from concrete and cement. The value of each floor is RM 83000.

### ❖ PUBLIC INFRASTRUCTURE

The infrastructure such as road, water, electrical, restaurant, telephone, bank and others.

## **PURPOSE OF BUSINESS PLANNING**

In order to achieve the government objective, which is to build more bumiputera entrepreneur, this business planning is prepared. The major purpose of this business planning is to explain and to win over the confidence of financial sectors for purpose obtaining capital or loan. Other interest parties may also include investors, supplier or government agencies. We have applied for our loan to Majlis Amanah Rakyat (MARA), to support our company. The amount that we apply is RM 90,000.00. Other purpose is to distribute business resources effectively to avoid wastage.