



**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS**

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ETR 300

**LAND CONSULTANT ENTERPRISE
(Business Plan)**

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INTRODUCTION

I) Name of business:

LAND CONSULTANT ENTERPRISE

II) Type of business:

The type of business that we are making now is giving a service about planning and designing the landscape.

III) Industry review:

The government of Perlis is now encouraging its citizens to plant as much of trees since the weather here is warm and need trees to reduce it. One of his statements saying that he wanted to make the area of Kangar as a district in the garden.

IV) Location of the business:

No 12, Jln Simpang 3,
Tmn Sena Indah, 01000 Kangar,
Perlis Indera Kayangan.

V) Date of commencement:

1st of January 2005

VI) Factors influencing choice of business:

After making some discussion, we taken into consideration all the barriers and problems that have been identified, and some contingencies to solve the area's problem. We decided to venture in this business owing to such factors, such as since all member have knowledge and we are very interested about landscape. After making some surveying, we have found that our consultant able to generate more profit with such a low cost. From our studies, in the area of Kangar, the consultant of landscape is quite low. In

addition, most of the areas here need to develop landscape to beauty the surrounding, especially in IPTAs, UiTM itself, housing areas, schools, and etc.

We also want to prove that as Bumiputera entrepreneurs, we have the ability to compete with other companies especially non-Bumiputera companies.

VII) Business potential:

Taking into consideration the risk that might be happened and recognizing all the opportunities, we plan to build our branch after 5 years from the date of commencement. We surely know that LAND CONSULTANT ENTERPRISE have a great potential to grow and develop in a near future.