

MEGAH ENTERPRISE

FACULTY OF CIVIL ENGINEERING
MARA UNIVERSITY OF TECHNOLOGY

DIPLOMA IN CIVIL ENGINEERING
ENTREPRENEURSHIP
(ETR 300)

PREPARED FOR :-

EN MOHAMMED ZAIN BIN IDRIS

PREPARED BY :-

MOHD HAFISZUL B. ISMAIL	99038459
MOHD HAFIZUN B. YASIN	99038466
FAIZAL B. MUSTAFFA	99038050
MAT RADZI B. MOHD ADAM	99038267
MOHD RIZAL B. ABD GHANI	99038521

DATE OF COMPLETION :-

22 FEBRUARY 2002

25 / 20
16 / 20
41

CONTENT

BUSINESS BACKGROUND

AGREEMENT

ACKNOWLEDGEMENT

INTRODUCTION

BUSINESS PURPOSE

PROFILE

COMPANY LOGO

ADMINISTRATION PLAN

OPERATION PLAN

MARKETING PLAN

FINANCIAL PLAN

APPENDIX

INTRODUCTION

A) COMPANY NAME

On behalf, this company will be naming with Megah Enterprise.

B) ACTIVITIES OF BUSINESS.

This business will operating on :

- a) supplier heavy vehicles (transportation)
- b) infrastructures supplier.

C) TYPES OF BUSINESS

This business will conduct with 5 managers such as *general manager, administrative manager, marketing manager, financial manager, and operation manager.*

D) LOCATION

Megah Enterprise situated at Batu 4 ¼, Kubang Gajah, 02600 Arau, Perlis. We are choosing this location because strategic between Arau and Kangar. Secondly, this location is the owner of one of the manager that glad to give this location to our company. For the building we choose single story house that we get from fixed assets of general manager.

E) MARKETING

For this step, we aim to up town our business in Perlis only and the later on we will separate our business around Malaysia. By that, we use brochure, pamphlets, banners, business cards, and others to promote. We are considering in minimizing cost and maximizing profit, in order to gain our company's goal and mission, each of the functional managers must plays their own roles toward achieving it. So that, we are making the policy because we want to create a climate of trust between company and workers.

F) COMPETITORS

According to the clause of business, competitors are the one of the factor that our company should face to growth up. Here, we list up the company that given us the good challenger :

- a) Bintong Sdn.Bhd.
- b) Arbani @ Ghani Sdn.Bhd.
- c) Safaha Sdn.Bhd.

G) ADMINISTRATION

This business will operated by all the managers.

H) CAPITAL

To start this business we decided RM 500,000.00 to operate the Megah Enterprise that we apply loan from the Maybank Berhad around RM 240,000.00 as it provides lowest interest rate and longer payback period also allow us to take a big amount of loan. Next sources we collect the capital from member around RM 260,000.00

I) DATE OF COMMENCEMENT

We will be commencing our business on 1 January 2005.

GLOBAL PREVIEW

1. INTRODUCTION.

Business is one economic activity that may give much profit if we have done very well in running our business. So that, our company is running specially for supplier heavy vehicles (transportation) that provides services transportation for construction, moving house and others.

2. FACTOR INFLUENCING CHOICE OF BUSINESS

a) Lack of Bumiputra Involved.

We choose this business because there a lot of non – bumiputra who producer have produce this type of business. So that, we take this challenges to show that bumiputra also can growth up and become one of the excellent company.

b) It Can Make Vision.

In this position, this business offered a wide market. One of the important aspect of business is making relationship between citizens. For instance, passing put your business card is a courtesy of every good meeting and such meetings can turn into prospects. On the other hand, for becoming vision, the population now is growing bigger, and also a lot of construction will construct so that we assume the demand for our business will be high and as result we can make much profit. Combination of specialist workers, experiences and also technical academic also the promotion that we provide, we confidence our business wills success and our aim can attached. Choosing the supplier heavy vehicles is the right way because the globalization of development country especially in Perlis now towards the era of technology and due to the period time.