



**UNIVERSITI TEKNOLOGI
MARA
CAWANGAN PERLIS**

BUSINESS PLAN (ETR300) :
BUSINESS PLAN (ETR300) :
STEEL STRUCTURE

PERKASA STEEL ENGINEERING SDN BHD

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EXECUTIVE SUMMARY

As we know, Kedah government has a vision to develop this country same like Selangor, Johor and Penang. They have own strategy under their plan to complete their mission called Kedah Maju 2010. Absolutely, there have a lot of development here. Produce of steel structure products is one of the strategy make sure that construction sector look advance, versatile and nice look same as construction in other countries like Britain. Steel are one of the important materials to complete the government vision.

Our company is given name Perkasa Steel Engineering SDN BHD. It is suitable with the business we would like to begin. The business is producing and market steel structures to the contractors in construction project all over the Northern side of Peninsular Malaysia.

We have planned to market our products to the contractors, sub-contractors and client.

Location for the business is at Kedah Area. The reasons we choose this place is because the place is near with the steel suppliers. Besides that, the place is located at industrial area and far away from resident area. This situation suitable for produced steel structure products.

The administration department has a responsibility to arrange the employees' personal such as remuneration, task or job and the all office facilities. The administration responsible also in planning the strategies to making the business more develop.

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