

**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS**

**DIPLOMA IN CIVIL ENGINEERING
(ETR 300)**



PERMATA SINAR ENTERPRISE

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SYNOPSIS

Thanks for the Almighty Allah for giving opportunities to us to complete the project paper. This business plan is a course work prepared to fulfill the need of the subject ETR 300. We as a member of PERMATA SINAR ENTERPRISE have agreed to choose a business in terms of services by advising customers about their eyes condition and products selling. We choose the optical shop because we realized that the demand for glasses and contact lenses has increase from year to year as the population increasing as well.

Baling is our choosing area because our competitor there is less and the majority of Baling people is native resident. Thus we are the only one, native entrepreneurs in that area, so we will have the advantages to get more customers.

There are many factors why nowadays the number of people who wear glasses and contact lenses has increase.

The first factor is that many people don't know how to take care of their eyes in the right way. For instant, they watch television and use computer too close from the screen, and not recommended by the optometrist.

The second factor is students like to study for the last minute. They are extremely pressured because they don't have much time to study before the final exam. Their eyes will focus to the book for a long time, without the proper way of reading, by burn the midnight oil(study all night).Their eyes will be tired and stressed thus with less brightness can contributed to eye damage.

The third factor is from the family history. If one of his/her parents or both of them wearing glasses, the possibility their sons or daughters wearing glasses is high.

The forth factor is a trend. Event though people don't need a glasses, they will wear contact lenses with different colour of lenses because it's a life style today.

The next page will tell and guide us about the information and how to protect your eyes.

INDEX

CONTENTS

PAGE

1. LETTER OF SUBMISSION	1
2. SYPNOPSIS	2
3. INFORMATION ABOUT EYES	3
4. ACKNOWLEDGEMENT	7
5. COMPANY LOGO & MOTTO	8
6. INTRODUCTION	10-12
• Name of the business	
• Type of the business	
• Industry overview	
• Location	
• Date of commencement	
• Factors influencing choices of business	
• Business potential	
7. PURPOSES FOR PREPARING BUSINESS PLAN	13-14
8. BACKGROUND OF BUSINESS PLAN	15
9. PARTNERSHIP AGREEMENT	16-18
10. BACKGROUND PARTNERS OR SHAREHOLDERS	19-23
11. ADMINISTRATION PLAN	26-46
• Organization Introduction	
• Organizational Chart	
• Table of Designation and Number of workers	
• Jobs Description	
• Remuneration Table	
• Furniture and fittings	
• Administration Budget	

12. MARKETING PLAN

47-75

- Marketing Department Organization Chart
- Introduction
- Target Market
- Market Size
- Competition
- Market Share
- Sales Forecast
- Marketing strategies
- Marketing Budget and expenditures

13. OPERATION PLAN

75-113

- Introduction
- Transformation Process
- Process Flow Chart
- Hours of Process
- Operation Department Organization Chart
- List of Machines
- Material Requirement
- Salaries per workers
- Furniture and office equipment
- Location
- Plan and office equipment
- Operation Overhead

14. FINANCIAL PLAN

114-134

- Introduction
- Objective
- Purposes
- Project implementation cost schedule
- Sources of Financing
- Term Loan Amortization Schedule
- Hire-Purchase Repayment Table
- Depreciation Table for Fixed Assets
- Cash Flow Statement
- Profit and Loss Account
- Balance Sheet
- Financial Analysis
- Break Even Point

15. CONCLUSION

135

16. APPENDICES

136