



اَوْنُوْزِ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300: Fundamentals of Entrepreneurship

Zeus Transportation and Services

Company Business Plan

Diploma in Quantity Surveying (AP114 4A)

Faculty of Architecture, Planning and Surveying

University Teknologi MARA,

Kampus Kota Samarahan

Submit to:

Miss Noraini bt Sa'ait

Prepared by:

Full Name:	Matrix Number:
Muhamad Rafiq Bin Jahangir	2012680722
Ritchie Empayie	2012292132
Fredy Anak Daniel	2012464194
Johannes Pengiran	2012810652
Johnston John	2012873618

Submission date:

26th March 2014

TABLE OF CONTENTS

CONTENTS	PAGES
LETTER OF SUBMISSION.....	5
1.0 ACKNOWLEDGEMENT	7
2.0 EXECUTIVE SUMMARY	8
3.0 SHAREHOLDER AGREEMENT	
3.1 AUTHORIZED PARTNERS' CAPITAL.....	11
3.2 QUALITY POLICY STATEMENT.....	13
4.0 INTRODUCTION	
4.1 ZEUS TRANSPORTATION AND SERVICES BACKGROUND...	15
4.2 COMPANY PARTICULARS.....	17
4.3 COMPANY'S LOGO.....	18
4.4 PURPOSE OF BUSINESS.....	19
4.5 BUSINESS LOCATION.....	20
4.6 VISION AND MISSION OF COMPANY.....	22
4.7 BUSINESS OBJECTIVES.....	23
4.8 SHAREHOLDER DETAILS.....	24
5.0 MARKETING PLAN	
5.1 MARKETING INTRODUCTION.....	30
5.2 MARKET OBJECTIVES.....	31
5.3 SERVICE DESCRIPTION.....	33
5.4 TARGET MARKET.....	35
5.5 MARKET SEGMENTATION.....	36
5.6 MARKET SIZE.....	37
5.7 MARKET COMPETITORS.....	39
5.8 MARKET SHARE.....	40
5.9 SALES FORECAST.....	42
5.10 MARKETING STRATEGIES.....	43

2.0 EXECUTIVE SUMMARY:

Zeus Transportation and Services is a partnership company aimed to provide the customers with a comfortable car services .There are five (5) members of this company partnership which consist of the General Manager, Administration Manager, Operation Manager, Marketing Manager, and Financial Manager. The major objective of our company is to provide customers which mainly consist of UiTM and UNIMAS students in Kota Samarahan area. This will provide services that could help the students to move from one place to another with services that we provided with reasonable charges.

After doing extensive research on the business opportunity available in Kota Samarahan area, our group decided to specify our business in providing car rental services to all the people specifically Uitm students. **Zeus Transportation and Services** were aiming high to reach our goals to makes our business run and progress smoothly. Every shareholder plays their part in making this business successful. Every team members are responsible to do their work according to their expertise which will enable their task to works better. It is important for every member does their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers to use our services.

The General Manager is the head of the business company. This position is very responsible for all management for his company which includes employees' welfare. The entire decision making is in his hands after extensive discussions with the Board of Directors. He also leads, controls plans and looks for the business opportunities and assisted by other four shareholders that have been agreed to cooperate with him to establish the **Zeus Transportation and Services**.

The Marketing Manager prepares the marketing plan which must have the capability and confidence to speak in front of customers. This is to influence and to attract customers to recognize and understand our business. The other function is to identify target shares and to develop market strategies.

The Operational Manager will arrange resources to produce input through the transformation system and output. In other words, he has to monitor all the work relating output in our company.

4.0 INTRODUCTION:

4.1 ZEUS TRANSPORTATION AND SERVICES BACKGROUND;

Zeus Transportation and services is a company that doing a business with partnership business that provides a good quality of car rental services with a reasonable charge which is value for money that is also comfortable and safe to used. We have done our part which is to provide a comfortable car and safe to be used by the customer.

The main characteristic of our services is to provide car rental services to the students which live in the residential area at Desa Ilmu. This is an existing company whereby there would also others car rental services around this area. We are providing a supply for car rental services as the demand requested for this service have been increasing from time to time. Due to the demand of these services we are determined to provide a car rental services which is value for money by charging the customer with low prices compare to other company.

They would be advantages for our company as our company are providing the cheapest rate of services. While there would be a weakness for us for the beginning of our operation as our company are new and thus there would be likely to have extra period of time for the people to recognize our presents. Therefore we have plan on how to expand our market value by promotion and advertisement from time to time to make sure that our presents are known by all the customers.

The business is situated at the profitable area which is at Desa Ilmu, Kota Samarahan, Sarawak which is located nearby the housing area of UiTM and Unimas students where students also rent a house here.. This business is located at very strategic place because it is near to many academic areas such as university and housing are of the students. This business will be starting their operation on the 1st January 2014. There are several factors why we select this business at the situated location:

a) High Demand:

In the rise of economy and academic in Malaysia give us a big possibility to run this business. Most of Malaysian these days having their ability to buy and choose which service they want. In addition, this area is very highly in demand for our services because it is near to university and residential area of the students. Therefore, the services are available but insufficient to fulfil what customer wants.

4.4 PURPOSE OF BUSINESS:

Every business is prepared with a particular purpose in mind;

- **To apply for loans and financing facilities from relevant financial institutions:**

This business plan is prepared by this company for the purpose of obtaining a working capital loan from AmBank for the amount of RM25, 000.00.

- **To allocate business resources effectively**

Normally, small businesses have limited resources at their disposal. Hence, these resources need to be allocated effectively so as to avoid unnecessary wastage and to ensure optimum returns on investment. The business plan can help with the planning, distribution and monitoring of these resources.

- **As a guideline for managing business:**

The planned strategies are an important part of business which consists of certain rules and regulation. Thus it becomes comprehensive guideline on our daily operation. As a business guidelines it avoid confusion and the member will understand the vision of organization indirectly ensure the organization achieve the goals.

- **To convince relevant parties of the investment potential of the project :**

The business can be used as communication tool to convince potential investors of the viability of a proposed venture. The availability of a business plan will boost the confidence of interested parties to finance partially or fully the cost of venture

- **To maximize profit**

The effective and efficient cost management will ensure that the cost of the business can be decreased easily and at the same time maximizing the profit through the business plan, the budget that preferred to be utilized only for the related expense and the unrelated expense must be avoid as to decreased cost and cased wastage.