



## TABLE OF CONTENT

PARTICULAR	PAGE
<b>BUMIBINA HARDWARE ENT.</b>	
✓ Submission Letter	1
✓ Acknowledgement	2
✓ Introduction	4
✓ Executive Summary	6
✓ Partnership Agreement	8
✓ Explanation of Business Logo	10
✓ Company Background	11
✓ Partners Background	13
 <b>ADMINISTRATION UNIT PLAN</b>	
✓ Introduction to Organization	19
✓ Introduction to Unit	21
✓ Organization Chart	22
✓ Organization Objectives, Vision & Mission	23
✓ Office Layout	25
✓ Workforces	26
✓ Job Specification	27
✓ Remuneration & Incentives	31
✓ Operational Hours	33
✓ Furniture & Fittings Expenses	34
✓ Office Equipment Expenses	35
✓ Administration Budget	36
 <b>MARKETING UNIT PLAN</b>	
✓ Introduction	37
✓ Marketing Expenses	38
✓ SWOT Analysis	39
✓ Target Market	41
✓ Market Size	43
✓ Market Share	44
✓ Competitors	46
✓ Marketing Strategies	51
✓ Forecasted Sales	55
✓ Recognition Tools	58



<b>PARTICULAR</b>	<b>PAGES</b>
<b>OPERATION UNIT PLAN</b>	
✓ Introduction	60
✓ Business Location	61
✓ Organization Structure	63
✓ Operational Strategies	64
✓ Operation and Service Equipment	65
✓ Operational Layout	66
✓ Product List and Price	69
✓ Services Equipment	73
✓ Flow Chart Process (operation)	74
✓ Forecasted Purchases Material	76
✓ Suppliers	77
✓ Services Offered	78
✓ Flow Chart Process (services)	80
<b>FINANCIAL UNIT PLAN</b>	
✓ Introduction	82
✓ Project Implementation Cost	83
✓ Sources of Fund	85
✓ Loan Amortization Schedule	86
✓ Hire Purchase Amortization Schedule	87
✓ Deprecation Table	89
✓ Proforma Monthly Cash Flow for 2003	93
✓ Proforma Annual Cash Flow for 2003, 2004, 2005	103
✓ Proforma Profit and Loss Statement	105
✓ Proforma Balance Sheet	107
<b>APPENDIK'S</b>	113



**PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)**

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah : **DBS BA**

1. ASROL BIN ANUAR
2. KHAIBIL MASRI BIN MUSTAFA
3. MUHD IZAWAN BIN BAHARIN
4. MOHD SHAHBIL BIN SHAMSHUIL
5. MOHD ISHAMI BIN BASIRAN

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

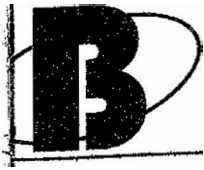
Sekian, terima kasih.

g benar

**MOHD. AZHAR OSMAN**

Koordinator

b.p. Provos



## INTRODUCTION

Bumibina Hardware was established on 1<sup>st</sup> January 2003. As the name itself, our scope of business is to be a supplier (retailer) which also provides services related to the construction. As a new company we decided to start our business with basic tools and material such as paint, brush, plywood and etc. Lack of participant from Bumiputra convinced us that this business is worth to involve. In addition the opportunities and chance to gain a profit from this type of business is very reliable. Major construction sites like *Proton City* and *Politeknik* provide a good investment for the company. Furthermore the implementation of this business proposal can convince several parties.

### **i) Partners**

To ensure the partners to be confident with their investment in this field. Together we gain profit from the business involve. It also a business guideline to be still in the right track in the business.

### **ii) Customers**

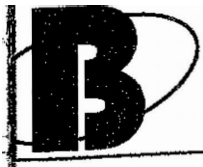
The company trying to fulfill the customer need and want in construction. With the business services and the product offered by our company, we strongly believe that the objective of the company can be reach.

### **iii) Financial Institution**

To convince the financial institution in order to get a loan from this party.

### **iv) Supplier**

To provide a good and confident relationship between the company and the supplier. Regarding to a good relationship, the company will expect the credit purchases of material from the supplier.



### **Executive Summary.**

As 21<sup>st</sup> century approaches, our country is stepping closer towards the realms of modernization. Thus, more construction firms are needed to put our country in development. This opportunity is taken by our company to involve in this field. In addition the involvement of bumiputra's are still low in the construction business. Our company name and address is:

No 88 Jalan Wawasan Dagangan 3,  
Bandar Behrang 2020,  
35800 Behrang,  
Perak Darul Ridzuan.

The company is form as partnership company and starting our business on 1<sup>st</sup> January 2003. The scope of the business is to supply construction tools and services related to this business such as painting a house, build a fence and so on.

The location chosen by our company to run for the business are base on several reasons such as, the area are fully provided with good basic infrastructure facilities listed as electricity, water, telephone line and transportation linked like PLUS. The business premise also providing a good infrastructure and marvelous condition in order to locate our business tools. Depending on composition worth to 128,834 of population in this area, We were expected for a high demand for construction tools and services.

The company target market is the contractor and personal user. In addition we would like to be a minor supplier to a major construction project, which run in this area such as *PROTON CITY* and *POLITECNICS*. The market share worth RM3.3 million is considered as a big opportunity for our company to take an advantage. On the other hand, we have to challenge a few competitors around the area. But, with a good management in the company we were expected to dominate around 8% to 10% of market share within three years.