



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

UNIVERSITI TEKNOLOGI MARA

Kampus Sungai Petani

Peti Surat 187

08400 Merbok

KEDAH DARUL AMAN

No. Fax: 04-4574355

No. Tel: 04-4571300

E-mail : art77@kedah.itm.edu.my

Surat Kami : 500-KDH(MEDC.15/2/1)
Tarikh :

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 :

1. AZLAN AL-HAFIZ B. MAZLAN
2. MOHD AFFENDI B. MD YUSOF
3. AHMAD TARMIZI B. AL-SHAARI
4. FAHMI AFFENDY B. HASHIM
5. HASRUL NADZLEY B. ADAM

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

Sekian, terima kasih.

Yang benar

MOHD/AZHAR OSMAN

Koordinator

b.p. Provos

TABLE OF CONTENTS

CONTENTS	PAGES
COVER LETTER	1
ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	5
LOGO AND DESCRIPTION	7
INTRODUCTION	8
PURPOSE	11
BUSINESS BACKGROUND	13
BACKGROUND OF ENTREPRENEURS	
❖ General Manager	15
❖ Administration Manager	17
❖ Financial Manager	19
❖ Marketing Manager	21
❖ Operation Manager	23
ADMINISTRATION PLAN	
❖ Introduction	24
❖ Organization	24
❖ Mission and objectives	25
❖ Concept used	26
❖ Labor schedule	27
❖ Job description	28
❖ Wages schedule	34
❖ Incentive offered	35
❖ Office needs and equipments	37
❖ Administration budget	38
❖ Organization chart	39
❖ Office plan	40
❖ Office picture	42
MARKETING PLAN	
❖ Introduction	43
❖ Product concept	44
❖ Target market	45
❖ Market size	47
❖ Competitors information	48
❖ Market share	49
❖ Sales forecast	50
❖ Marketing strategy	52
❖ Marketing budget	56
❖ Lorry picture	57

OPERATION PLAN	
❖ Introduction	58
❖ Operation objectives	59
❖ Transformation process	60
❖ Flow chart – trading process	61
❖ Trading process	62
❖ Farm management	63
❖ Farm location	65
❖ Layout plan	67
❖ Pictures	71
❖ Output produce	74
❖ Hours operation	75
❖ Suppliers name	75
❖ Product requirements	76
❖ Direct labor remuneration	77
❖ Monthly expenses	77
FINANCIAL PLAN	
❖ Cost for starting up business	78
❖ Sources of fund	81
❖ Depreciation table	82
❖ Loan repayment schedule	86
❖ Trading profit and loss account for year ended 2002	87
❖ Balance sheet as at 31 st Dec 2002	89
❖ Trading profit and loss account for year ended 2003	91
❖ Balance sheet as at 31 st Dec 2003	93
❖ Trading profit and loss account for year ended 2204	95
❖ Balance sheet as at 31 st Dec 2004	97
❖ Cash flow statement	99
❖ Financial information	103
APPENDIXS	-

EXECUTIVE SUMMARY

Bumiputra Maju Sdn. Bhd. was established on January 2001 and the company consists of five main managers. They are:

- | | |
|--------------------------------|------------------------|
| 1) Azlan Al-Hafiz bin Mazlan | General Manager |
| 2) Fahmi Affendy bin Hashim | Administration Manager |
| 3) Mohd Affendi bin Md Yusoff | Operating Manager |
| 4) Ahmad Tarmizi bin Al Shaari | Financial Manager |
| 5) Hasrul Nadzley bin Adam | Marketing Manager |

We are expected to start our business operation on 2 January 2002. Our business form is private limited company and registered under Registrar of Company on 15 January 2001. Our main activity is selling alive cows from Auckland, New Zealand through local sole agent, Taurus Holdings Bhd., Kuala Lumpur. We will order cows from them and sell them to potential customers.

The capital is contributed by the members and by making a loan from Bank Islam. We believe the good prospect in this business since we are local company that sells imported products (cows) and the quality is guaranteed as well as fewer diseases. For the first step, we will concentrate to Kulim, Butterworth and Bukit Mertajam area only.

INTRODUCTION

Our business name is Bumiputra Maju Sdn. Bhd. and we are a private limited company. We choose this name as our business name since all the members in this business is bumiputra. It also shows an ability of bumiputra to success in business field.

From the research and some study that we have done, we found that the industry of cows in the Penang area is quite good and have very bright future. A cows meat demand is high especially during Hari Raya Puasa and Hari Raya Haji, Chinese New Year and school holidays. In Seberang Perai Tengah area (Kulim, Bukit Mertajam and Butterworth) there are many small entrepreneurs that involve in small business of local cows. We are not selling local cows because they normally so easy to get diseases such as foot and mouth. By selling New Zealand cows, our products have many advantages than others.

Bumiputra Maju's main office is located at:-

Bumiputra Maju Sdn. Bhd.,
No 6 Tingkat 1,
Kompleks Perniagaan Peladang,
Jalan Kulim, CheroK To'Kun,
14000 Bukit Mertajam,
Penang.