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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 di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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

Pelajar-pelajar berkenaan ialah:

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

Sekian, terima kasih.

Yang benar,

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah



INTRODUCTION

Crystal Snow Car Wash is a name of our company that establish on the 4 April 2004. By looking at the name itself, it tell us that this business involves a services to the people.

We had determine the strengths and the weakness in opening this business and we had come up to the conclusion that if the strategies that we choose are good enough and correct. We are not going to be known by people, but we are also will gain high profit possible.

We had agreed to open our business in Jalan Bakar Bata, Alor Setar that situated opposite the Hospital Besar Alor Setar. As we know, Alor Setar also a popular place in Kedah.

As a new company, we like to make this business a reality as we see that there is no people that enter the business like us by using a machine to wash a car.

We are fully confident that we can control the business in that area and can give chance to us to gain a profit. We also feel that it is our job to provide services like that to people such as for those who did not enough time to each by them.

However, we must come up with our own business proposal first, and it is only our way for us to be confidence and able to attract many parties to help us to open this business. They are:



EXECUTIVE SUMMARY

Our country is developing from time to time. So government gives their support to their citizens to enter to business activities that can give more benefit. Thus government provides so many contributions in those who face in difficulties while running the business. Government gives support by giving loans, grants and so on. The participation among Bumiputera is limited. We decide to proceed with this business, as we are very confident by running this business. We decide to open CRSYTAL SNOW CAR WASH that operates on 4 April 2004. This operation is based on partnership agreement that all partners had earlier. Basically our business is more towards services to the people.

The scope of business is quite large because location of our business is in the strategic place for example opposite to the hospital, near with nursing college, stadium, and the most important is near to main road and also have a large parking space in that area.

In term of services to customers, our car wash will open at 9 am to 6.30 pm. We give services directly to the customers. Based on our observation, our business can attract more customers because we use a machine to wash the customers car.

It is proven that our target market focus to who have a transport, to those who did not enough time to wash their car themselves



So we choose the location that near to the main road, hospital, that in that area have many population. In term of capital contributed each partner is RM 20193 and from the loan that we get from RHB bank RM 10,000. Total funds for our business is RM 135,000. We use the funds to establish this business can be seen in term of purchasing furniture, machinery and administration expenses, the operational expenses, market expenses and others.

The competitors are the main reason that we had considerate before we actually in the location of the business. For your information the location to run this business is strategic. Beside that, for our competitors, they only use a workers to wash their customer's can compare to us which use a machine to give a services to people. So it can give more benefit to us. People do not like to waste their time such as for waiting the car when went to car wash. So by provide the automatic method or by using the machine, our company can solve the people problem.

So as a conclusion, we can say that the business proposal is really important and very useful to us as a guideline to the company to run its operation smoothly and successful.