



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

**FACULTY OF BUSINESS & MANAGEMENT IN TRANSPORTATION (BA117)
MARA**

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GROUP ASSIGNMENT

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1.0 ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Merciful who gave us the strength and knowledge to complete this assignment for group assignment successfully. First and foremost, The Shahadah is when we bear witness that there is none worthy of worship other than Allah and we bear witness The Messenger, Muhammad, the ideal role model for all human beings.

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We hope my assignment is complete and will be received. We had used my all effort and knowledge to search information and ideas to make the report. Hoped our effort to the assignment and report was worth it.

2.0 EXECUTIVE SUMMARY

UNION RITZ Sdn. Bhd. is a partnership business that focusing in the selling, supply and distribution of oil while doing the construction of a mini pump station in rural areas across Malaysia. We want to ensure that oil supply can be obtained especially in rural areas. This will open up the economy more competitive and rapidly due to the availability of facilities such as our gas station. Through this report of business plan, we will gave an overview of an outline of the establishment, including a full operational guide as described, in addition to securing an authorized loan for our business.

Our business has established business relationships and entered into contracts between PETRO TEGUH. They have committed in supplying and providing product to be sale at our gas station that located at address Lot Pt 5587, Kampung Sungai Sireh, 45500 Tanjung Karang, Selangor. Currently, we are focusing at one place to be more organize and maintain our economy of the company.

Our business have led by 4 people who are our shareholder and board of directors which is Ariff Aiman Bin Azmin Mustam, Muhammad Hafiz Bin Sulaiman, Hafizullah Bin Ahmad Radzi And Muhammad Zainurmera Bin Azmimera. Since all of us have a same background that related with business, we decide to make business together. Every business that wants to be formed must have a solid organizational structure. Therefore, our business has an adequate and complete management team of various aspects of quality and standards that required to form and grow the business to be pursued. Our Chief Executive Officer (CEO) with extensive experience in the current business as well as having the skills and quality of leadership makes our team more enthusiastic and confident to work harder.

We were work together to develop and grow the business in order to provide a return to society and especially to the benefit of business. Therefore, we need to be more concerned and aware of the demands of the locals. It is crucial for a business to define the target market so that they should correctly estimate the number of current and prospective buyers on the market who will actually be buying the product sold by the company, since they are the ones that will generate profits and will pay tribute to our company's business. After conducting some research, we estimated that there are around more than 5,000 people approximately that live in Tanjung Karang, Selangor. Therefore, our company have devised a strategy to make a segmentation market strategy to boost our sale and market value. Firstly, we focusing on demographic segmentation which is we targeting at oil terminal to reduce our transportation cost and saving time. Then, we concentrate on psychographic segmentation which is based on the personality, motives, lifestyle and demographically factors. People are like to travel far away from the main city are hard to find gas station. It will help them especially to society and locals.

Since that, The Union Ritz had using the concepts of Company Owned Dealer Operate (CODO) and Dealers Own Dealer Operates (DODO). Thus, this strategy allows businesses to expanding the network while controlling costs and reducing operating risk. Thus, we have make our business have a competitive advantages to create more profit. In term of our gas station that are have a compact station that make a low cost of construction. While, it was quickly prepared with an advance and new technology.