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SYNOPSIS

Star Aluminium Enterprise is a company that produce products made from aluminium. This concept is taken because there are not many Bumiputera company produce this kind of product. So, Star Aluminium Enterprise think that this is an advantage for us and the business will success.

Star Aluminium Enterprise produce window frame, sliding doors and other things. We also want to expose and commercialize our product. Nowadays, as we know most people knew about the benefit of using aluminium products as it is anti- rust and long- lasting.

In the management aspects, Star Aluminium Enterprise has the systematic maangement as they have five managers who will take part in this business. They are general manager, financial manager, marketing manager, administrative manager and operational manager that will plan, organize, lead and control the business in order to be success and can compete with the competitors.



INTRODUCTION

First of all, we would like to introduce ourselves as STAR ALUMINIUM ENTERPRISE. As the name of our company, it can be clearly known that we are producing products based on aluminum. Some of the products are windows frame, sliding doors and tables (special cases) because our main focus is to produce windows and doors frame made from aluminium as our target customer are the developer and contractor. The main purpose of selecting the business are to compete with other non- Bumiputera competitors, to be the among Bumiputera entrepreneurs and to learn and gain experience in starting the business.

OBJECTIVES

There are several objectives why we choose ALUMINIUM to be our business proposal.

FINANCIAL INSTITUTION

To convince financial institution to enhance the feasibility of loans as a basis for payment. It is also to get consultation from Statutory Bodies like MARA, MEDEC and DEVELOPMENT BANK. Loan from bank is important for us to proceed and smoothen our business plan. In addition, it is easier for banks to measure our business.

PARTNERS

To enable each partners to understand the real objectives of the business. To convince them that the business can achieve its objectives. It is also as the business guidelines to all the partners so that the real objective will not be out of the real track.





STAR ALUMINIUM ENTERPRISE

