

Rujukan Kami : 500-KDH (MEDEC, 15/2/1)
Tarikh 16 JUN 2002

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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:

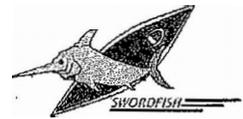
1. Ahmad Rithaudeen b. Ramli
2. Nurwahida bt. Bhanudin
3. Norsalmira bt. Ramli
4. Rosni bt. Roslani
5. Che Wa bt. Hashim

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

Sekian, terima kasih.

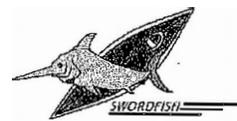
Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

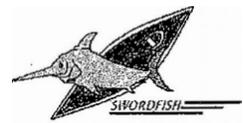


CONTENTS

	Page
Submitted Letter	
MEDEC Letter	ii
Summary Executive	1
Logo	3
 <u>INTRODUCTION</u>	
Background of Business	4
Purpose of Business Plan	6
Contract Agreement	7
Equity Contribution	8
 <u>ADMINISTRATION PLAN</u>	
Introduction	18
Organization objective	20
Organization Strategy	21
Organization Vision	22
Organization Mission	22
Organization chart	23
Job Designation and Number of Workers	24
Job Description	25
Remuneration	27



Salaries,EPF and SOCSO Table	29
Preliminary Expenses	30
Office equipment expenses	30
List of Office equipment	31
Fixture and Fittings	31
The Administration Budget	32
Administrative Premise Plan	33
MARKETING PLAN	
Introduction	35
Product and services concept	36
List of Price	37
Target Market	45
Market size	46
Strength and weakness of competitors	47
Market Share	49
Sales Forecast	53
Marketing Strategy	57
Signboard	61
Business Card	62
Marketing Budget	64
Office Furniture	65
Fixture and Fittings	65

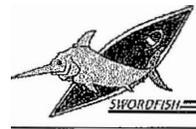


The name of our business is Swordfish-water recreation equipment. This is a combination shop of water equipment. We choose this title because nowadays instead of land outdoors games, the water outdoors games are more challenging and adventurous. For example, Sedim in Kulim has shown that the rafting activities are one of the most popular places in the world. Therefore it is a good opportunity with a lot of potential and commercial to open such business.

Our business is based on partnership concept and agreed and authorised by law and the act. There are five partners. General Manager, Ahmad Rithaudeen Bin Ramli, Administrative Manager, Rosni Binti Roslani , Operating Manager, Nurwahida Binti Baharudin, Marketing Manager, Norsalmina Binti Ramli and Financial Manager, Che Wa Binti Hashim. All the partners have great experiences and good academic. Our business capital is RM134859. General Manager contributes and the partners are RM26971.80. We get loan from Bank Bumiputra Commerce. We also have workers. From marketing are a driver and a general worker. While from operating are supervisor, operation supervisor and general worker.

The allocation of our premises is No. A14 Jalan Meranti 1, Taman Meranti, Padang Temusu, 08000 Sungai Petani, Kedah Darul Aman. We choose the location because it is near highway, full of infrastructure, between Sungai Petani town and Butterworth town, have greater potential developing in the future, population is keep increasing in that area and easy to get workers.

For administrative plan we had decided to rent a double storey shop for the business. Ground floor is for the operating and marketing manager while the first floor is for administrative, financial and general manager. We have renovated the premise to create a good and healthy atmosphere of workplace. We also bought fixtures and fittings like furniture, cupboard and computers.



For the marketing plan we had decided to use a strategy. We will make signboard, business card, pamphlet, advertise at the newspaper, banner and sales promotion. Target market is based on geographic and psychographics. Total sales forecast for first year is RM500, 000.

For operating plan, we had opened the shop for 6 days in a week. The holiday is on Friday. We decided to renovate the shop. We will make additional glass wall, provide more shelf, tables for the managers and small godown for goods storage. We decided to wrap our own goods with our special container. We sell high quality equipment such as S- glass rod, imported canoe and fishing & camping accessories. The lowest price will be RM29 for the Team Power Solid rod and the highest is RM160 for the S Glass Seahawk rod. The margin of mark-up is from the goods will be 20% and the canoe will be 30%.

For the financial plan, we will have losses RM4610 for the 1st year while increasing of profit on the 2nd and 3rd year. The contribution is the same for all partners also for the profit distribution that is 20% each.