

**WANGIAN TIMUR (M) SDN. BHD.
BIO-CLEANING & HYGIENE SERVICES**

PREPARED BY:

MUHD. AZHA BIN ABD WAHAB	98100438
MOHD. SHAHRIL SAAD BIN MD ISA	98100413
MOHD. FIRDAUS BIN RAZARI	98100207
YUHANSYAIRI BIN YAACOB	98100669

(DIPLOMA IN BANKING 05)

PREPARED FOR:

EN. MOHD AZHAR BIN OSMAN

**COORDINATOR
MALAYSIAN ENTREPRENEURSHIP DEVELOPMENT CENTRE
(MEDEC)**

Tables of content for WT (Malaysia) SDN BHD

CONTENT	Page
<ul style="list-style-type: none"> • TITLE OF BUSINESS PLANT • SUBMISSION LETTER • ACKNOWLEDGEMENT • EXECUTIVE SUMMARY 	
1.0 INTRODUCTION	1
2.0 PURPOSE	4
3.0 INDUSTRY ANALYSIS	5
4.0 DESCRIPTION OF VENTURE	11
5.0 BACKGROUND OF ENTREPRENEUR	13
<ul style="list-style-type: none"> • 5.1 PARTNERSHIP AGREEMENT 	17
6.0 LOCATION AND PHYSICAL FACILITIES	23
7.0 ADMINISTRATION PLAN	
<ul style="list-style-type: none"> • 7.1 Organization mission statement • 7.2 Organization chart • 7.3 List of designation in organization • 7.3 Remuneration table • 7.4 Office equipment • 7.5 Specification duties in the organization • 7.6 Incentives to workers • 7.7 Administrative expenses 	26 28 29 30 31 32 36 37

8.0 MARKETING PLAN

Introduction	38
• 8.1 Market Analysis	40
- 8.1.a) Market Research	40
- 8.1.b) Market Segmentation	41
- 8.1.c) Market Target	41
- 8.1.d) Product Profile	42
• 8.2 Competitor	44
- 8.2.1 List of the Competitor	45
- 8.2.2 Weaknesses and Strength of the Competitor	45
• 8.3 Market Share	46
- 8.3.1 Sales Forecast	49
• 8.4 Market Size	50
• 8.5 Customer Analysis	50
• 8.6 Target customer	54
• 8.7 Marketing Strategies	55
- 8.7.1 Product Strategy	56
- 8.7.2 Pricing strategy	56
- 8.7.3 Place strategy	56
- 8.7.4 Promotion strategy	57
• 8.8 Manpower Planning	59
• 8.9 Marketing Budget	60

9.0 OPERATIONAL PLANT

Introduction	61
• 9.1 Main function of operation Department	62
- 9.1.1 Future Plan	63
• 9.2 Manufacturing Process Flow Chart	64
- 9.2.1 installation process flow chart	65
- 9.2.2 Repairing Process Flow chart	66



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

Universiti Teknologi MARA
Cawangan Kedah
Peti Surat 187
08400 Merbok
Kedah Darul Aman

Tel: 04-457 1300
Fax: 04-457 4355

Surat Kami : 500-KDH(MEDC. 15/2/1)
Tarikh : 3/7/2000

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah 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.

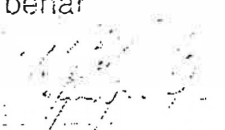
Pelajar-pelajar berkenaan ialah:

1. MUHD AZHA B. ABO WAHAB
2. YUHANSAIRI B. YAKUB
3. MUHD SHAHILUSAAD B. MOISA
4. MUHD FIRDAUS RAZARI
- 5.

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
d.p. Provos

Executive Summary

WT (Malaysia) SDN BHD is the companies that involved in the cleaning industries that are provide bio cleaning and hygiene product. WT (Malaysia) SDB BHD service concept addresses the need consumers in the bio cleaning and hygiene product in their lives. WT (Malaysia) SDN BHD IS the business franchise, under CALFARME (Singapore) PTE LTD, but we take the product at the CALFARM headquarter branched (Malaysia) at Kuala Lumpur.

In Malaysia CALFARME has 2 branched (Kuala Lumpur & Johor). As we can see the product (calfarme) enter the market at east Malaysia only so we take this advantage to build brand equity (calfarme) by providing superior bio cleaning and hygiene product company that being the first company of its kind to enter the marketplace in north Malaysia that is in Sungai Petani Kedah. Anticipated launch for the business is January of 2002.

What We Offer

WT (Malaysia) SDN BHD offers the bio cleaning and hygiene product. The products are fully provided for the cleaning industries. We also have services maintaining on the bio cleaning and hygiene product like repair the air freshener on the toilet or refill it. Customers can contact with us at our business premise in 125 Taman Ria Indah, Taman Ria, 08000 Sungai Petani Kedah.

While there are currently no direct competitors in Sungai Petani that really produces bio cleaning and hygiene product, but WT (Malaysia) SDN BHD is aware of the risk associated with low entry barrier ventures. WT (Malaysia) SDN BHD plans to mitigate this risk by building a strong foundation of trust between our providers and our customers. The keys to sustained market growth and a competitive advantage will be building a strong brand identity and positive relationships with our suppliers and customers.