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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.

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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**  
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# Universiti Teknologi Mara

## Kampus Sungai Petani



*Satisfaction Of Quality*

# Triple X Auto Clinic

Workshop - Welding & Painting

# A03

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*Satisfaction Of Quality*

## **INTRODUCTION OF ORGANIZATION**

Administration in an organization is a form of business planning to make management easier, smoother, and systematic in administering human resources to achieve the organization's objective. Moreover, it is utilized to ensure that the goal and objective that set up by the organization are well performed or established.

Meanwhile, the administration involves the process of planning, organizing, leading, and controlling besides motivating employees to achieve work satisfaction and high performance of jobs done.

## **Business Objective**

In accordance to build a competency in management administration, we has set up ours business objectives. The objectives are: -

### **Short Term Objectives**

- To give customers satisfaction on our quality services
- Make sure that the business is able to compete and enter the market competition between competitors.
- To maximize profits earned by minimizing cost without affecting the quality of our services.
- To explore any new business skills and high technology system that might be apply on our business.
- To find any opportunities in the local market that will make us have a strength and give us advantages to go further beyond our competitors.

## **Executive Summary**

XXX Auto Clinic is a business that provides three services at the same place that our customers will be rejuvenated and ever ready to face the challenges ahead.

Administration is the most important element to ensure that a business will run smoothly or not. Marketing plan is a planning of a promotion or other activity to attract customers in order to give information about our business. Target market and market analysis is create to identify the market for our business. Another planning is financial plan and operational plan.

Operational plan is important because it is just likes basic planning of our business because our business provide services to the customers. Operational plan will explain in detail to our customers about the operational activity that we done. The operational are providing workshop, welding, and painting services at the same place that make our business are special. We are also providing breakdown services just in time wherever our customers are; since their location of breakdown still around Sungai Petani area.

Another planning is financial plan. Financial plan is very important in running the business. Financial plan of XXX Auto Clinic is prepared in order to ensure the cash flow of money is allocated. Financial plan gives an overall view about business financial statement.