

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

TEGUH BESTARI ENTERPRISE

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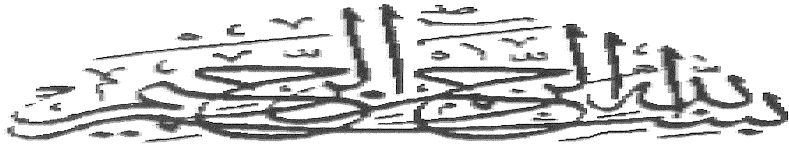
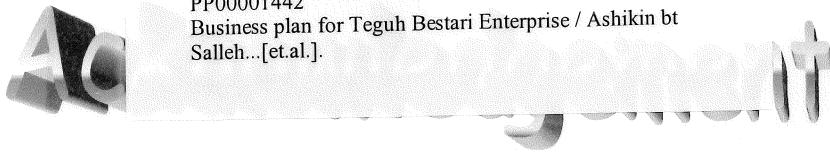
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ETR 300-43



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Business plan for Teguh Bestari Enterprise / Ashikin bt
Salleh...[et.al.]



Assalamualaikum...

Alhamdulillah, thankful to Allah s.w.t, our Great Creator because with His permission we had done this business plan about manufacturing drain successfully.

This business plan is for Encik Mohd Ariff Kamaludin under subject Fundamentals of Entrepreneurship (ETR 300). Thanks a lot to Encik Ariff because had gave us some guide to do this business plan. This subject has given us some knowledge about how to do the good and complete business plan. Moreover, by learning this subject we could develop the entrepreneur leadership in our self. So we can enhance our knowledge and may be able to apply it in the future.

Thanks also to all friends because had gave some opinions and help us in doing this assignment. Last but not least, our big appreciation goes to our beloved parents who always give support.

Thank you...

Deeply from our heart.

EXECUTIVE SUMMARY

Teguh Bestari Enterprise is a business that is managed by 5 females. Our business main activity is to produce drains and our target customers are all the small, medium and big organization. Our office and warehouse at Lot 550, Jalan Indah, Taman Perindustrian Dungun, 23000 Dungun, Kuala Terengganu.

Our business can be categorized as SME ('Small and Medium Enterprises'). We as a partnership member fully agree to continue our plan to do this manufacturer business as our career because this type of business can produce profit in 6 or 7 months after we operate our production.

We hire 5 staff as direct workers, and we as the administrative management. We are the CEO, Financial Manager, Operational Manager, Marketing Manager and Human Resource Manager that will manage our own department and make sure it smoothly operate.

Our operation hours are from 9.00am until 6.00pm, Sunday to Thursday. So all business operation will be held and all customers and suppliers can contact with us at that time.

1. INTRODUCTION

Teguh Bestari Enterprise is a leading company that involved in manufacturing industry. Teguh Bestari is specific in drain manufacturing. This company provides drain for construction works. The factors that we choose this business is because there is a lot of construction project around Terengganu that needs drain. We see this is a good opportunity for us to involve in this industry.

Teguh Bestari is established on January 2009. It has five partnerships. It established by a five women. The main activities of our company are manufacturing a drain and supply it based on the order by a customers.

As we established this company, we hope that we can open the eye of bumiputera that women can also success in this kind of business that usually monopolized by non-bumiputera and mostly the man. The establishment of this company will provide enough needs in this industry.

The location of our company is at lot 550, Jalan Indah, Taman Perindustrian Dungun, 23000 Dungun, Terengganu. We decided to start our business early next year. It means date of our commencement is 1st January 2009.

The factor in selecting this business is to open job opportunity for a society. When our business is growing, we're can provide more job opportunity for the society. In Dungun, we can see there is many construction or development project so they need to use drain for drainage system. We believe that this company will makes a big profits and this business has a lot of potential to grow up and become wider.

In the future, we hope that we managed to provide drain for the whole Terengganu. We will make a double effort and hope will open a new branch soon. We are very positive that our business will grow and we will make others product more than just a drain someday.

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