



**MARA UNIVERSITY OF TECHNOLOGY
PENANG BRANCH**

ETR 300

**JURU MOTOR SDN BHD
(HONDA SALES, SERVICES AND SPAREPARTS)**

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First and foremost, we like to thank Allah The Almighty for giving us a chance to complete our project excellently on time. The bless, a perfect health, and the ability that He gave us makes a good impact in completing this business plan..

With the final exam are just around the corner, the pressures are there around us. Here we would like to thank our parents and family for giving us support and strength to stand on our own feet. The spirit and motivations they gave made us realize they are always behind us to give their help.

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Other than that, we also would like to express our sincere gratitude appreciation to Mr. Lingam (administrator manager of Proton Edar) in helping to complete this project successfully. Not forget, to our friends from electrical engineering department, the lecturers from Hotel and Tourism Department, thanks a lot for giving us some tips and ideas in completing all this.

For the sake of our parents, lecturer, and ourselves, we completed this business plan with flying colors. We are all very satisfied and happy with our work as we spend a lot of time doing this.

Last but not least, may Allah blessings be upon all of us. Thank you.



Executive Summary

After a few discussion we have decide the establishment of our business as a Honda dealers. We choose Juru Motor Sdn Bhd as our company name. Juru Motor Sdn Bhd located at 1685 Jalan Perusahaan Highway Autocity, North South Highway, Juru Interchange, 13600 perai Pulau pinang. We find this location is quite strategic because there have many competitors beside our location business, such as Proton, Chevrolet, Naza, etc. Our premise is sited in a high density business area that concludes many business types from a big asset company to a low budget business. Beside that our location is very strategic because it near the north south highway and it have many infrastructures and near to our target market.

Juru Motor Sdn Bhd has five executives at directory and eighteen workers that have their responsibilities at their department. Date of our commencement is on 1st January 2006.during the first year a few problems might occur because we are new in this market and our company is not well known yet. Beside that we might face a few of competitors and customers that need the time to change their service centre from the others service centre to our service centre but some how we try to provide a good and sufficient service in order to establish our company. We believe that we will succeed although it will take quite sometime. Furthermore our location gives advantages to run our company successfully. This is because autocity has already known as a centre of a showroom.

We have decided to run our business in the form of partnership. This is because it is easier to set up a business of partnership as it only required a few formalities and risks as each of us as partners will have to share the loss. We do not have to disclose our business affairs to the public.

Last of all we give fully satisfaction in our service to our customer. We hope that our business will run successfully and achieve to our target to be the number one of Honda dealers in north Malaysia.



Introduction

JURU AUTO CAR....- Honda car, spare parts and services dealer is a partnership business set up and it will be operating on 1st of January 2006. Production/operation plans involve the production of the product or services according to the quantity, quality specification and customer's requirement at the lowest possible cost.

Referring to our business, we provide Honda car, spare part and services. This idea obtained because of our awareness that consumer really need the services that we offered because want to fulfill their want. Our appointed person will satisfy customers with good services in our business and we promise that you will get it!

This department will present about the topics:

- Operation objective
- Operation strategies
- Operation plan
- Operation process
- Work schedule and operating hours
- Process flow chart
- Materials requirement
- Machine and equipment
- Stock purchased
- Operations budget
- Service center plan

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