

**MARKETING PLAN:
THE DEVELOPMENT AND ESTABLISHMENT
OF THE GFSB SHOWROOMS**

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EXECUTIVE SUMMARY

Go along with the Malaysia development, today we can see the slightly growth of the Malaysia Economic. Nowadays Malaysian citizen have high purchasing power. They afford to purchase any expensive product and the taste also are very high.

The statement mentioned above, has encourage GFSB to involve in open market business which is more profitable. Previous, GFSB was only concentrating or dealing with Government contracts. Instead of the confidence to penetrate the domestic market, GFSB main purpose is to ensure that all the AP's can be success in furniture business independently without any support from GFSB anymore. Therefore, it will show that the Umbrella Concept has been succeeded to born the successful Bumiputras developers.

At these moment, GFSB only has one showroom located at City Square shopping complex. It has been established in early 1993 and planned to open up some more showrooms in 1995. From the sales in 1993, it shows that GFSB still cannot capture or penetrate the furniture market even in Klang Valley area. The 1993 sales show that GFSB showroon only afford to achieve about RM 200.000. Therefore it is targetted to achieve the sales of RM 2 million in 1995 with the increasing in market share from 1.2% in 1994 to 1.8% in 1995 for Klang Valley area.[1]

Therefore in order to achieve the amount targetted, GFBSB need to do something such as increasing their promotional activities, redeveloppe and modify the existing products and produce new products design, mass distribution by open up more showrooms and offer the products that have the competitive price.

It is hope that with the current economic growth, GFBSB can take it for granted to be the successful company in furniture business especially in open market. At last but not least, GFBSB really hope that in future all the AP's can be the successful entrepreneurs or developers even without any support from GFBSB.

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