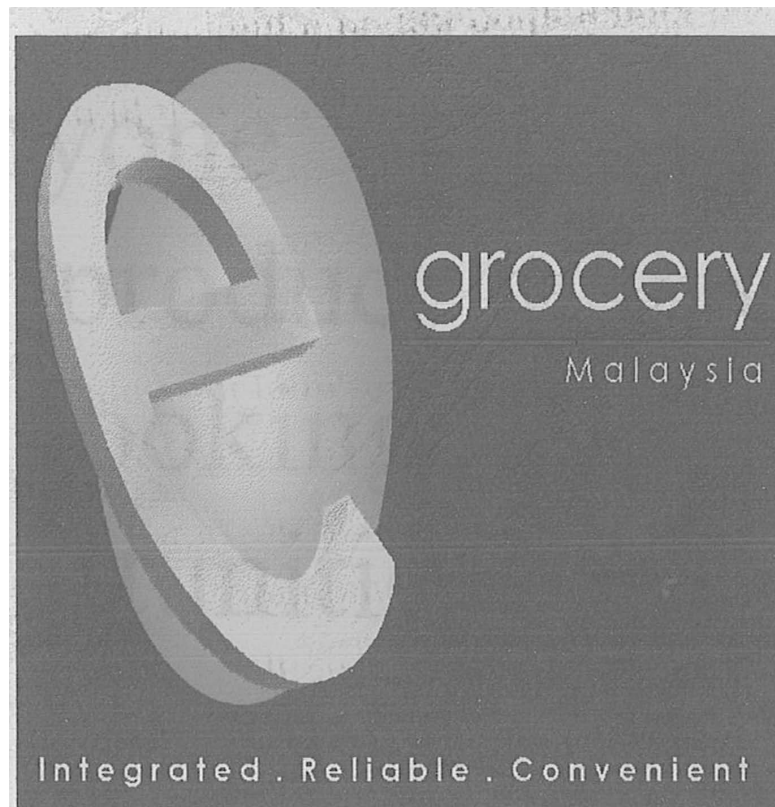


The Business Plan



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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.

Pelajar-pelajar berkenaan ialah:

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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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b.p Pengarah



Executive Summary

It is inconceivable to think people at large would stop their food consumption. Packed food, canned meat, bottles of sauces and other wide range of products are consumed 365 days a year.

With great determination, confidence and combination of vibrant and competent management team, we are really sure that we are ready to take the challenge, to go through leaps and bounds of the almost saturated industry of grocery. The concerted efforts, perhaps best reflected in our integrated and clear-cut plan of administration, marketing, operation and financing in order to cater both conventional and electronic consumer.

The vast potential market of time conscious and IT literate citizen of Subang Jaya are certainly to be tapped without any reasonable doubt as this particular market worth more than RM 420 Million a year, to be exact.

By using websites as alternative business platform, else than the brick and mortar shop of ours, we plan to offer great accessibility to our business in the most integrated solution. The hardworking citizens of the Subang Jaya, both techno-savvy and dummy category, will get to do their shopping via both ways at any time, even it is intended for months ahead. Time flexibility of consumer to shop and wide medium of payment clearly signifies how much we appreciate and understand the value of time to the contemporary Malaysian citizen.



With our value added services such as after sales customer services and reliable delivery through out the town, we are creating new way of life, instead of them coming to us, we go to them. Thus, we are totally sure that e-Grocery Malaysia would break even in no time and emerge as one of the key player in the industry due to the fact that our business are totally based on consumer loyalty and customer satisfaction. Finally, the integration of technology, and reliability of our services would guarantee the convenient to our customer,

Introduction

Malaysia is now on the transition period, transforming into one of the global players of information and communication technology. With AFTA just around the corner, Malaysian citizen has taken the challenge and change themselves in order to face the fast pace changes, as competency would become the order of the day. Competency would only discuss two aspects that are quality and efficiency. Fail to achieve both, would make survival a hard issue to be tackled. Due to the contemporary aspiration of the government, Malaysian has evolved into time conscious and information technology literate citizen. Hardworking citizen who works around the clock due to the borderless technology.

With great determination and high spirit, we formed this particular smart partnership to take advantage, to tap the vast potential market of grocery, catering the need of time conscious citizen, who value their time more than anything else. e-Grocery would operate 24 hours a day, 365 days a year, both via electronic medium as well as **brick and mortar** way which clearly signify how much we understand the value of time to contemporary Malaysian citizen. Time flexibility is one major asset of ours, else than the great accessibility. Websites as an alternative business platform, else than customer walk in, fax or call us justify the great accessibility to our business.