



UNIVERSITI TEKNOLOGI MARA

**BUSINESS NAME:
EON DEALER
SURIA AUTO SDN.BHD.**

PREPARED BY GROUP PA 7

IZMIN BT ABDUL RAHIM	DPA	2000623954
AZLINA BT ABDUL WAHAB	DPA	2000482580
AZIRA BT AZIZ	DPA	2000482692
ADIBAH BT ISMAIL	DPA	2000623922
MURNIRAH BT MOHAMOD	DPA	2000482685

28 AUGUST 2002

TABLE OF CONTENTS

↓ SUBMISSION OF LETTER

↓ LETTER OF APPROVAL

↓ ACKNOWLEDGMENT

↓ SUMMARY

- ❖ EXECUTIVE SUMMARY
- ❖ LETTER FOR HAND UP BUSINESS PLAN
- ❖ APPLICATION FOR LOAN

↓ INTRODUCTION

- ❖ PURPOSE OF PREPARING BUSINESS PLAN
- ❖ PURPOSE OF PREPARING BUSINESS PLAN
- ❖ TARGET READER OF BUSINESS PLAN

↓ BUSINESS BACKGROUND

- ❖ BUSINESS BACKGROUND
- ❖ BUSINESS INFORMATION
- ❖ PARTNERSHIP AGREEMENT

↓ PARTNERS BACKGROUND

- ❖ GENERAL MANAGER
- ❖ ADMINISTRATION MANAGER
- ❖ MARKETING MANAGER
- ❖ OPERATIONAL MANAGER

❖ FINANCIAL MANAGER

↓ **ADMINISTRATION PLAN**

❖ ADMINISTRATION OBJECTIVE

❖ ADMINISTRATION PLAN

❖ ORGANIZATION CHART

❖ LOCATION AND FACILITIES

❖ JOB DESCRIPTION

○ GENERAL MANAGER

○ ADMINISTRATION MANAGER

○ MARKETING MANAGER

○ OPERATIONAL MANAGER

○ FINANCIAL MANAGER

❖ OFFICE EQUIPMENT AND MACHINERY

❖ FURNITURE AND FITTING

❖ REMUNERATIONS TABLE

❖ ADMINISTRATION BUDGET

❖ WORKERS INCENTIVES

EXECUTIVE SUMMARY

Suria Auto. Sdn. Bhd. consists of five partners with the capital contribution of RM 500, 000. 00. The capital contributed by the general manager is the highest that is amounted to RM 100, 000. 00. Whereas the other partners contribute RM 75, 000. 00 each. Besides that, Suria Auto. Sdn. Bhd. applying loan for RM 100, 000. 00 from EON Finance. Which mean the total capital is RM 500, 000. 00. Suria Auto. Sdn. Bhd estimated to be form on 1st January 2003. Suria Auto. Sdn. Bhd is a business that on behalf of EON. We are the EON Dealer which we sell the national car.

The factor effecting the establishment of the business is because of the strong demand for national car which it is assured a very good potential for obtaining profit. The more cars we sell the more profit we can gain.

The business location of Suria Auto. Sdn. Bhd is situated at No. 20, Tingkat Bawah, Taman Ehsan II, Jalan Lunas, 09000 Kulim, Kedah Darul Aman. The location is chosen because is strategic where it is near to Kulim-Butterworth High-way and having all the facilities needed.

Suria Auto. Sdn. Bhd sales forecast for the first, second and third year is RM 15, 945, 456. 00, RM 22, 106, 140. 00, and RM 39, 975, 933. 00 respectively. Total expenditure of Suria Auto. Sdn. Bhd for the first, second, and third year is RM 384, 250. 00, RM 380, 300. 00 , and RM 377 800. 00 respectively. The net profit for the first year, second year and the third year is RM, RM and RM respectively. From these figure we



Edaran Otomobil Nasional Berhad

SURIA AUTO SDN.BHD.

can see that an increasing profit between the first year and in keep increasing for the two second years.

Therefore Suria Auto. Sdn. Bhd will put more sales enforcement to increase more business turnover. As the result, Suria Auto. Sdn. Bhd services would amplify and profit can be attained, thus constantly demand for this national car will ensure us a good profit in the future.