



**BUSINESS PLAN
ETR 300**

**HUSTLER ART & DESIGN
OUTDOOR ADVERTISING**

PREPARED FOR:

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ENTREPRENEUR LECTURER
ETR 300
UⁱTM KEDAH
SUNGAI PETANI CAMPUS**

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**DIPLOMA IN PUBLIC ADMINISTRATION
5 OCTOBER 2000**



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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 Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

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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

MOHD. AZHAR OSMAN

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EXECUTIVE SUMMARY

Hustler Art & Design consists of 4 members with the capital contribution of each partner is RM 10000 and applies a loan from bank for amount RM 70000. HA&D estimate to be form at 1 January 2003. HA&D is a businesses of outdoor advertising which produce a signboard, road sign and banner according to customer taste.

The factor effecting the establishment of the businesses because of the great potential and high demand with the progressive economic of state.

The business location of HA&D is at A124, Jln Ria Indah 12, Taman Ria Indah, 08400 Sg. Petani, Kedah Darul Aman. The location is strategic because it is close by the housing area. HA&D suppliers are Weimar Machinery Hardware Sdn. Bhd. and CAS System (M) Sdn. Bhd. Kuala Lumpur.

HA&D sale forecast for the first, second and third year are RM 432,000, RM453, 600 and RM 489,888. While the cost of good sold for the first second and third year is RM 209,191, RM 226,277 and RM 255,472. Gross profit for the first second and third year is RM 222,809, RM 227,323 and RM 234,416.

Total expenditure of HA&D for first, second and third year is RM 171,292, RM 174,292 and RM 220,002. So total net profit after tax (30%) for the first second and third year is RM 36,062, RM 37, 122 and RM 10, 090. It show for the third year HA&D get a lower profit because the increasing of raw material, salaries and other expenditure. Therefore HA&D will expand the promotion to increase business turnover. As the results, HA&D's sales would be amplified and profit can be attained, therefore the constantly economical growth will also can guide H A&D to maintain the business.