



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENUERSHIP ETR 300**

**RECOM ENTERPRISE
WHOLESELLER FOR SECONDHAND COMPUTER**

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INTRODUCTION

In the era of information technology, computer is considering as important medium in connecting people with the world of information technology. Computer also makes our work or task to be easier and faster. The awareness among Malaysian citizen about the benefits of computer is still low compare to citizen in the western country. Many actions have been organized by government to encourage people to learn about computer function. For example, government had exempted taxes for computer equipment and using savings from KWSP to buy computers. However, all actions taken by the government did not give a big impact because, still computer price between RM 2500 and RM4000 are very expensive compare to their income. We believe that Malaysian citizens should have one computer in their home to move towards information technology era. That is why we take this opportunity to form a partnership business, named Recom Enterprise.

Recom Enterprise was a partnership that will supply a branded secondhand computer and part of secondhand computer as a major activity. The brand that we sell in our business is Compaq, IBM, Digital, Dell and many more. All this kind branded computer came from United State of America and Australia.

Recom Enterprise will start operating on Jan 1; 2004. The location of our operation will be at No 458A/459A, Bandar Perdana, 14000 Bukit Mertajam, Pulau Pinang. The location that we selected are very strategic because it is near port, business center and also academics center. This kind of strategic factor make easy for us to get secondhand computer and easy for distribution.

We believe that Recom Enterprise will be success in order to fulfill the demand for low cost computer. Beside the establishment of Recom Enterprise, the total of Bumiputera entrepreneur in business arena will be increase with our contribution.



PURPOSE OF BUSINESS PLAN

This business plan was prepared by us as a guideline in order to running our business activities. It is a reference to analyze and evaluate the potential of the business. Moreover, we can identify any problem that will arise in set up this kind of business. So, we try to find solution to evade the problem from occur. It is important to prepare this business plan because it also indicates the decision-making process make by the manager to organize the business management effective and efficiently. Beside that, it provide us step to allocate all the resource in systematic way to minimize the cost but will maximize the business profit.

Furthermore, we can forecast whether the business has the potential to grow and can be expand in future. Plus, it also prepares us to face the competition with other businesses that have the similar kind of activities.

The purpose of a business plan also is to provide information regarding the business activities to the external parties such as lenders, suppliers and investor. It plays the role to attract this group to make investment in the business. We try to convince them that the business has a bright future and able to meet any circumstances. In supplier point of view, it will analyze the ability of the business to pay back the debt in the stated period. Meanwhile, for the financial institution the important of the business plan is to evaluate the business financial position before giving any loan.

As Bumiputra's, we hope that our business able to compete with non-bumiputra who have almost conquered the business world and become one of the most successful entrepreneur.