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**ETR 300  
BUSINESS PLAN**

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## Preface

First at all, we would like to thank to God, Allah S.W.T who has given us health and time to compute this project . We also take chance for say thank to person who show their skills, introduction and cooperate in this project. We would take chance to give our thank and appreciation to the following people:

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### 1.0 Introduction

Kemaman Indah Box Enterprise will start its operation on 1<sup>st</sup> January 2002. Our type of business is partnership business. With 5 graduations from UiTM, we are trying to achieve our goals. Our goals are to fulfill customer needs, to establish the business and also to become one's of biggest company that supply box in Malaysia.

We choose Kemaman Indah Box Enterprise for our business's name. This company will be operating in Kemaman, Terengganu. We choose this business because boxes one's of important thing when produce the product and the demand for the boxes from other factories very high.

Kemaman is a place that has high growth rate with many factories existing and operating. Our company members are certain that the decision to produce and supply boxes is the best choice. Our target is to supply boxes to factories in the east coast of Malaysia.

KIB Enterprise is a company fully owned by Bumiputra. We run our business with RM 500,000 as our capital. Our company was applied a loan from Perwira Affin bank for RM 350,000. The bank had approved the loan. Each of the shareholder in our company has to contributed a sum of RM 25,000 except for general manager contributed RM 50,000. This is to be a part of our capital. The profit will be shared following the ratio among the shareholder. In our research we found that there is only one company involved in the making of the boxes in the east coast of Malaysia. It is based in Kota Bharu, so we take this an opportunity to achieve and fulfill our vision.

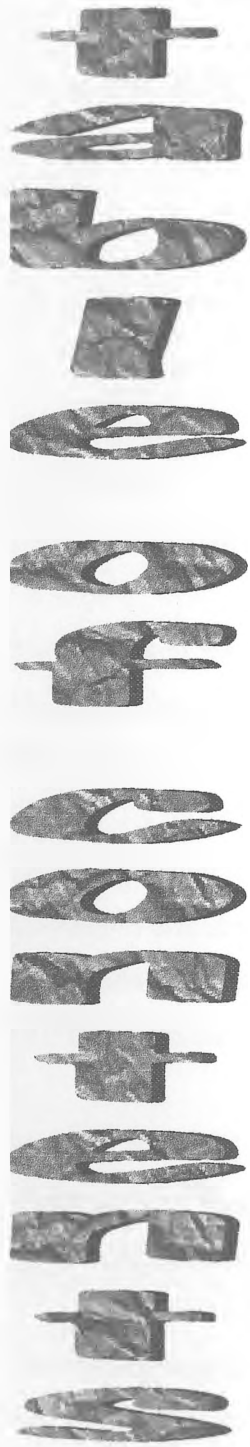


## **2.0 Purpose Of Business Plan**

As a new company, we need to have a strong basic plan as a guideline. This is because we have many strong competitor who is well know and has established its name in the making of boxes.

Our main targets are:

1. To convince Perwira Affin Bank of our prospect of approve a loan RM 350,000 to run the business.
2. To effective the strengths and weakness of our company so that we can improve the weakness to make our company to be success.
3. Assure the investors and the creditor that our company has a future in the making of boxes.
4. To convince our customer that our product is the best and can be relied on.
5. As guideline for day to day for the management of business.
6. As an information to our staff about the objective and future planning about the company.



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