



MARA UNIVERSITY OF TECHNOLOGY

ETR 300 FUNDAMENTAL OF ENTREPRENEURSHIP

Manufacturing of Sawmill

RAFE'S SAWMILL SDN.BHD

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Executive Summary

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Business plan for Rafe's Sawmill Sdn.Bhd:manufacturing of sawmill / Roslina binti Razali...[et.al.].

This business plan is essential as a guideline to run our business. It consists of marketing strategy, administration strategy, financial strategy and operation strategy to help us operate our business smoothly. We are involve in sawmill industry that concern with timber and rubber tree as a mainly sources, to produce feet woods. The feet woods that we produce are according their sizes based on the order from customers.

Usually, this business entered by men and non-bumis but as women and bumiputra, we takes a risk and dare to face the challenge on going this business because we believed that we have an opportunity to be a successful same as men. For us, there is no obstacle to operate this business and to achieve our goals. We estimate the cost is about RM 340000 to run this business, and then we expect the forecast sale is RM 54000. From the profit for the first month, we expect that we have a chance to increase our profit to the other months based on the demand of customers because our product have various usage such as frame, lattice, gate, furniture and so on.

In the future, we expect the industry will develop and more bumis entered into this industry. We hope that we will be the first successful women that involve in this business.

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1.0 CHAPTER 1 - AN INTRODUCTION

Rafe's Sawmill Sdn.Bhd is a private limited company, which are consisting of four shareholders. The General Manager is Wan Azizah binti Wan Ngah, the Marketing Manager is Nurul Farhaniezaa binti Mohd Ramli, the Financial Manager is Roslina binti Razali and the Operational Manager is Nurul Farhana binti Muhtar. Our company processing the timber and rubber tree become feet wood. We are producing semi-finished good to sell it to contactors, furniture factories and carpenter.

Rafe's Sawmill Sdn.Bhd is located at No. 94, Kampung Kemat, 21700 Kuala Berang, Terengganu. Our premise has office to manage the administration and to keeps all the record and transaction. In our factory's building, there are several assets that we have to operate and smooth the process to produce the product such as excavator, forklike, cross-cut and Ben saw machine.

Our premise has a strategic place because we are located far from the residential area. Therefore, it easy to us gets resources because it is near the forest and we also buying it from the supplier. RISDA is the one of our regular supplier that supplies rubber tree. Our priority is to supply the quality of product in order to achieve customer's satisfaction.

The factors why we choose sawmill factory because nowadays there are highly demand from housing contractor as a basic in construction of building like window's frame. For the furniture factory, it is important thing and necessities to create all products such as table, chair, cupboard and shelf.

We commence our business on 1st January 2009 after considering the time will be taken to make the preparation and profile to set up our business. Our objective is to provide the quality products to customers to make sure the satisfaction of them. For us, our motto is "No obstacles, only opportunity" means we are always looking forward. As

a Bumiputra's company, we are so proud because we know that usually Chinese are the monopoly this industry.

We want to be a successfully Bumiputra in Malaysia that dare to faced the challenge. Our target in future is to spread our industry outside our country and create many branches all over the country. We believed that this industry have potential growth and give more profit. This is based on government policies to see more Bumiputra involved in sawmill industry.

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