

TRUE EYES SDN BHD,  
58-A JALAN SULTAN ISMAIL,  
50250 KUALA LUMPUR, MALAYSIA

ETR 300 - 509  
PP0001279

ETR 300-509



PP00001279

Business plan for True Eyes Sdn.Bhd : supply for artificial eyes  
and eyes cleaning solution / Noor Illiani Hashim..(et.al).

# TRUE EYES SDN. BHD.



## GROUP OF MEMBERS

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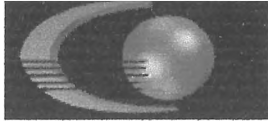
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## PROJECT TITLE

**SUPPLIER FOR ARTIFICIAL EYES AND EYES CLENING  
SOLUTION**



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## ACKNOWLEDGEMENT

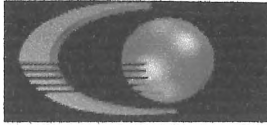
Assalamualikum W.B. T

In the name of Allah Taala, the most Gracious and most Merciful, we would like to express our thanks for this authority. As a student in Diploma In accountancy part 5 we had to accomplish business plan (ETR 300). It is a very challenging project. So, we would like to express our appreciation to the people who have been a great help in the completion of this project. We would like to thank all the individuals and the organization that had given their very best cooperation and support.

First and foremost, thanks to Prof. Madya Farok Zakaria, our MEDEC coordinator for the guide that he give to finish our project. Also for the instructions and information to complete this project paper.

Beside that, we want to take this opportunity to thank to Mr. Lee Chee Meng, the managing proprietor of Federal Dental Services Company for all he information that he gave to us to complete this project. Without his help, cooperation and support it is quite difficult for us to complete this project.

Last but not least, thanks for those who involved in finishing this project. May Allah bless all of us. Insyah- Allah.....



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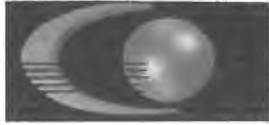
## **1.0 INTRODUCTION**

Our business name is **TRUE EYES SDN. BHD.** It is a private limited company, which is, sells artificial eyes. The business is carried out in Kuala Lumpur, Malaysia. Since it is situated in Malaysia, the business is owned by bumiputera.

We have started this business on 14 February 1995. We have found that, this business is not having many competitors. That is why we choose to make this business and intend to make it wider.

**TRUE EYES SDN BHD** is the combination of five peoples effort. The initial capital of our business is RM 33 493.90. the General Manager contribute the biggest capital, which amounted to RM 10 000.00. While the remaining came from the contribution of other partners that equal to RM 23 493.90. we also get the loan from Maybank Finance Sdn Bhd, which is amounted to RM 50 000.00.

Our business is located at No.58-A, Jalan Sultan Ismail, 50250 Kuala Lumpur.



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## **2.0 PURPOSE**

The purposes of preparing business plan are:

- a) As a guideline for us to start a business. It can be used in planning and managing the business.
- b) To obtain a term loan for the amount of RM 90000 from Maybank Finance Bhd.
- c) To recognize the weaknesses that we have in managing the business. To get credit from supplier.

## **OBJECTIVES**

### Short Term

- work harder to expose the company to the public
- filling the customer needs and wants of service quality.
- Provide a good quality of product with affordable price.

### Long Term

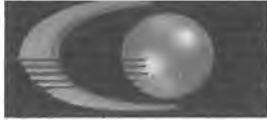
- monopolize the market in supplying artificial eyes and its solution.

## **VISION**

To increase sales and monopolize the market and become the leader of supplying artificial eyes and its solution in Malaysia.

## **MISSION**

We hope within 5 years to come, we can expand our business and hopefully we can open a new branch in other strategic district.



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