



Fundamental of Entrepreneurship

ETR 300

Transport and Service

Transtech Logistic Sdn Bhd

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Date of submission: 27 March 2008





ACKNOWLEDGEMENT

First of all, we would like to say grateful belong to ALLAH S.W.T with the greatness we earn to choose the right business and also complete our business plan.

We would like to thank for all the related directly and in directly to make this business plan as successful as it can be. Without their help, support and actuation, this business plan cannot be completed.

In particular we would like firstly to express our deepest sense of gratitude to En. Daud for the undivided help, guidance and information for logistic business. We would like to thanks for Ms Lee, Mr. Eng and for all the Arah and HS Logistic company staff for give the appportunity for us to do our research and survey for this logistic business plan.

Unforgetfull, to our lecture, Pn. Norsidah for giving as guidance in order to complete the right business plan. May ALLAH bless us... "insyaallah"...

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CHAPTER 1

INTRODUCTION

This business is established by five young people with full of spirit in order to achieve fulfillment to produce more businessmen among Bumiputera's. We chose to operate a service business that is logistic named TransTech Logistic (M) Sdn.Bhd.

Logistic is the process of delivery items or material from one place to another place. Our business is divided by two. Our first operation business is service delivery seafood to Singapore. The flow operation is started from getting order from the customer. Transtech Logistic Sdn.Bhd. functions as an agent to settle up all the process to delivery seafood. The process includes of fill the form, dealing with custom until the transportation to delivery seafood to Singapore.

Our second operation is as an agent for transporting. We are provided two types of lorry for customer to send their product to Singapore. There are 20feet lorry and 40feet lorry. As an agent of transporting, we are dealing with the Lorry Company and company that need the service of transporting to send their product. Our job is to find lorry for the company that need lorry. All the process that dealing with customer until the product sent to Singapore is our responsibility.

Generally, logistic business is needed to our country for the import export industry. By hook or crook, company from Malaysia or other countries still need our service to delivery their product or material. Therefore, we decide to locate our business at Tanjung Kupang Port. At Tanjung Kupang, seafood from supplier will transfer to the lorry that will sent seafood to Singapore. For the office administration, we rent a double stored shop located at No 22, Jalan Emas Putih 2, Taman Sri Skudai, 81300 Skudai, Johor. We establish our business on January 2009 until December 2011.

CHAPTER 2

PURPOSE OF PREPARING BUSINESS PLAN

There are several purposes in doing this business plan:

- i. This business plan is prepared by TransTech Logistic Sdn.Bhd for purpose of obtaining working capital loan from Maybank for the amount of RM 46 736.00
- ii. This business plan is prepared by TransTech Logistic Sdn.Bhd as a guideline for managing the proposed venture.
- iii. To convince venture capitalists, investors and bankers in order to raise capital and obtain support for venture.

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