



**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
(OM 114)**

ETR 300

**TITLE:
SUPERMARKET**

**CRYSTAL SUPERMARKET SDN. BHD.
Tingkat 1, Lot 2030G, Bangunan Arked,
Bandar Baru Kubang Kerian,
Jalan Raja Perempuan Zainab 2,
16150 Kota Bharu, Kelantan.**

**PREPARED FOR:
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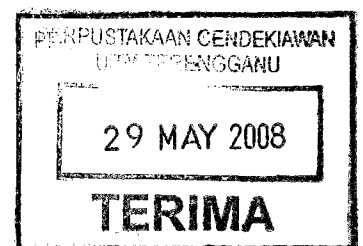
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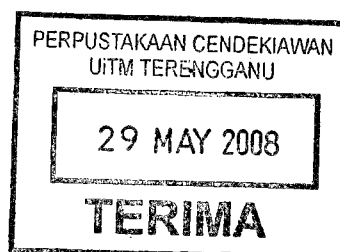
Crystal Supermarket Sdn.Bhd:supermarket / Nurena bt Mohd
Kamal...[et.al.]

We would like to express our grateful to our lecturer, Prof. Madya Norsidah binti Ahmad for imparting invaluable knowledge as well as her guidance and advice in finishing this assignment "Business Plan for ETR 300".

We are indebted to our friends for their constant support and good humor to help us bring this paper to completion in timely and enjoyable manner.

Lastly, we hope that the reader can benefit from the work. Any suggestion and criticism are mostly welcome. We would like to express our gratitude to those who make correction on the mistake.

Unit Perkhidmatan Maklumat
Perpustakaan Cendekiawan
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CHAPTER ONE
INTRODUCTION

Name of the company

Crystal is represents many phases and many types of life. Crystal is symbolized as a universal awareness which it may bring the participants to our supermarket. The crystal also can bring spirituality of higher planes and strategies to those who want develop a business.

The name of crystal is most stable and that's why we choose crystal to the name of our company, CRYSTAL SUPERMARKET SDN.BHD.

Nature of the business

Trading

Industry profile

Supermarket is familiar to everyone. You can found it everywhere. Although the size of establishment is not as big as hypermarket but it is necessary to everyone. We are providing fresh and preserved foods, primarily for preparation and consumption at home. Our store, size can employ numbers of workers and well numerous food and nonfood items. For convenience stores, we have small staff and limited selections. Our specialty stores are foods, fruit, candy and bakeries. Household goods, toiletries items, and hardware are the nonfood items.

Location of the business

Our location is in Kelantan. It takes 15 minutes from the town. Our business address is:

Lot 2030G, Bandar Baru Kubang Kerian,
Jalan Raja Perempuan Zainab 2,
16150 Kota Bharu, Kelantan.

Date of business commencement

1st January 2009

Factors in selecting the proposed business

From this business plan, we are giving the opportunities of employment and reducing the rates of unemployment.

We are surely having in highly profitable sales and along with some technological advances which are expected to increasing the economic of the areas and the distribution.

Future prospects of the business

Crystal Supermarket Sdn. Bhd. has a strong company of business which had potential that can growth well into the market. The progress of improvement has made to raise the productivity of the market. Crystal Supermarket Sdn. Bhd. truly prides our people as valuable asset and in anticipation of our geographical expansion throughout the country. Our company has to set the place in great competitive retail market. We are also giving a good effort to enhance the services towards the customers and develop in highly demanded of the sales.

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