



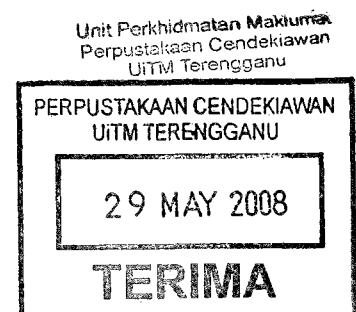
MARA UNIVERSITY OF TECHNOLOGY

ETR300 SERVICE OF CONSULTATION UNIQUE PLANNING AND CONSULTS SDN BHD

PREPARED BY:

NAME	I/D NUMBERS
KARTIKA MALINI BINTI OMAR	2005154008
KHATIYAH BINTI MUHD RASHID	2005154358
NURUL ADILA BINTI ABDULLAH	2005154292
NURUL KAMILAH BINTI MOHD YUSOFF	2005154180

DATE OF SUBMISSION: 27 MARCH 2008





Surat Kami : 100-KT(AKA/30/7/1)
Tarikh : 28 Januari 2008

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

KEBENARAN UNTUK MEMBUAT PENYELIDIKAN DAN MENDAPATKAN MAKLUMAT PENTING BAGI KURSUS ASAS KEUSAHAWANAN (ETR300)

Merujuk kepada perkara di atas, sukacita dimaklumkan bahawa penama-penama berikut adalah pelajar **Universiti Teknologi MARA Negeri Terengganu**, dari Program **Diploma Pentadbiran Awam** :-

<u>BIL.</u>	<u>NAMA</u>	<u>NO. PELAJAR</u>
1.	Kartika Malini Binti Omar	2005154008
2.	Khatijah Muhd Rashid	2005154358
3.	Nurul Adila Abdullah	2005154292
4.	Nurul Kamilah Mohd Yusoff	2005154180

Pelajar-pelajar ini diwajibkan mengambil matapelajaran '**ETR300**' (**Asas Keusahawanan**) dan perlu membuat penyelidikan bagi memenuhi kehendak program tersebut.

Oleh yang demikian, sukacita kiranya dapat pihak tuan/puan memberikan kerjasama kepada mereka dalam mendapatkan maklumat berhubung dengan tugas yang dirancangan.

Segala maklumat yang telah disampaikan hanya akan digunakan untuk tujuan pembelajaran dan akan dianggap **SULIT** oleh pihak kami.

Sokongan dan kerjasama daripada pihak tuan/puan amat kami hargai dan diucapkan ribuan terima kasih.

Sekian, terima kasih.

'KUALITI KOMITMEN KITA'

Yang benar

PROF. MADYA NORSIDAH AHMAD
Koordinator MEDEC



EXECUTIVE SUMMARY

UNIQUE PLANNING & CONSULTS SDN BHD is a business located at 303 Aras 3, Blok C, Kuantan Centre Point, Jalan Haji Abdul Rahman, 25000 Kuantan, Pahang which provide the services to change the land policy for the purpose of development. Our mission is to be a viability company in our own country within four years in Asia within the next twelve years. Our vision is to be reputable company that provides the good services in terms of planning and consultation of the town and rural area. Our company have several objectives to be achieve which are to be a company tahat conquers the planning and consultation field of in-house area in Kuantan, Pahang, to attract the customer by provide better services for them and to set up three new branches within two years of operation.

UNIQUE PLANNING & CONSULTS SDN BHD consists of ten workers which lead by general manager, with the cooperation of marketing and administration manager, planner, accountant, 2 technician, 2 clerks and 2 administration assistants.

We start our business with capital of RM26208. Each of us contributed 25%.

We also apply RM30000 for loan from Bank Pembangunan Malaysia to set up our business. For the first month income of our company is RM21600 and has been increased to RM278850 a year. The second year, our income has been increased 7% which the total of amount is RM298370 and for the third it has been increased 9% which the total of amount is RM325224. Therefore, we can conclude that our services can make a good profit for us.

We expect that, our company will get more profit for the future year and become a well-known company not only in our state but also the entire of Malaysia for the next four years and in Asia for the next twelve years.

For the future plan, if our company gets a good profit we are planning to set up new branches in the other state of Malaysia. Our near future plan is to set up a branch in Kuala Terengganu as the state has become a city. Therefore, many development projects will be done to develop the area of Kuala Terengganu and our services are mostly needed.

CN: 9599
PP01468

ETR 300-17



Table of content

PP00001468
Service of Consultation Unique Planning and Consults Sdn.Bhd
Kartika Malini binti Omar...[et.al.].

Co	number
Permission letter	
Executive summary	1-2
Introduction	3-4
Purposes of preparing business plan	5-6
Company's background	7
Owner's or partners background	8-11
Location of the business	12
Introduction of the organization	13
Manpower planning	14
Schedule of task and responsibilities	15
Schedule of remuneration	16
Administration budget	17
Office layout	18
Service description	19
Target Market	20
Market Size	21
Competitors	22-23
Market share	24
Sales forecast	25
Marketing strategy	26
Marketing budget	27
Flow charts of services	28
Operation process	29-30
List of machinery and equipment	31
Operation layout	32
Schedule for operation budget	33
Appendices	34

Mah Persekitarian Malaysia
Perpustakaan Cendekiawan
UITM Terengganu

