



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**DIPLOMA IN PUBLIC ADMINISTRATION**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY OF STUDIES**

**ETR 300**

**SPEED TECH AUTO GARAGE**

PREPARED BY : ADZREEN BIN EKHLAS (2008739235)

DG SHAMIMI BINTI YUSRI (2008729527)

MOHD SHUKRI BIN CHAMBAS (2008368705)

SAMSIR BIN ARAS (2008320541)

ELNI BIN OSUAN (2008562451)

GROUP : AM1105A1

DATE OF SUBMISSION : 18<sup>th</sup> APRIL 2011

LECTURER'S NAME : NURASHAKIN ZAKARIA

# TABLE OF CONTENT

1.0 INTRODUCTION TO BUSINESS PLAN	
1.1 Intriduction	1
1.2 Factors in selecting the proposed business	2
1.3 Logo and definition	4
1.4 Purpose	5
1.5 Company background	5
1.6 Partners background	6
1.7 Partnership term agreement	11
2.0 MARKETING	
2.1 Introduction	16
2.2 Introduction to product / services offered	17
2.3 Target market	19
2.4 Market size (in RM)	20
2.5 Main competitors	21
2.6 Market share	23
2.7 Sales forecast	25
2.8 Marketing strategy	27
2.9 List of marketing personnel	31
2.10 Schedule of tasks and responsibilities	32
2.11 Marketing budget	34
3.0 ADMINISTRATION	
3.1 Introduction	35
3.2 Objectives of the business	36
3.3 Strategies of the business	37
3.4 Organization structure and chart	39
3.5 List of administration personnel	40
3.6 Schedule of tasks and responsibility	41
3.7 Working hours	43
3.8 Schedule of remuneration	43
3.9 Employees incentives scheme	44
3.10 List of equipment	45
3.11 Administration budget	46
4.0 OPERATION MANAGEMENT	
4.1 Introduction	48
4.2 Process planning	49
4.3 Operation layout	52
4.4 Material planning	53
4.5 Material requirement schedule	55
4.6 Machine and equipment planning	56
4.7 Manpower planning	57
4.8 Overhead requirement	59
4.9 Location plan	59
4.10 Business operating hours	60
4.11 License, permits and regulation required	61
4.12 Operation budget	63
4.13 Implementation schedule	63

5.0 FINANCE	
5.1 Introduction	64
5.2 Objectives	64
5.3 Financial structure	65
5.4 Financial responsibility	66
5.5 The purpose of financial planning	66
5.6 The importance of financial plan	67
5.7 Financial plan strategy	67
5.8 Financial analysis	68
CONCLUSION	83
GANTT CHART	84

## EXECUTIVE SUMMARY

Nowadays the markets of car accessories are increasing through the entire world. It is because of the high technology and modern that exists today. Not only that, the demand to change lifestyle too had lead these business get a great response especially the youths and in the average age. Our business is Speed Tech Auto Garage and the nature of the business is as the economic growth, the Demand for car navigation systems in Malaysia is expected to be 49.2% higher in 2011 compared to the estimated 104,400 units sold this year. The Developments in various sector have made auto accessories a hot selling commodity especially when the Automobiles offer a huge deal of comfort such as provides automotive aftermarket accessories, electronics, and glass repair and replacement while travelling and people can save valuable time than to rely on public transport. Auto accessories are sold the maximum to enhance the comfort and pleasure of both the passengers and drivers. Along with that, the need for style, looks, status display, increased comfort and enhanced luxury options have all contributed to the huge rise in demand for auto accessories. This business has a great opportunity to success because people will invest their money in order to upgrade and service their car for safety and interest . There are some company who success in doing car accessories business which is Fuji Car Accessories located in Putatan.

## **1.0 BUSINESS PLAN**

### **1.1 INTRODUCTION**

Name of our business is Speed Tech Auto Garage and the nature of the business is as the economic growth, the Demand for car navigation systems in Malaysia is expected to be 49.2% higher in 2011 compared to the estimated 104,400 units sold this year. The Developments in various sector have made auto accessories a hot selling commodity especially when the Automobiles offer a huge deal of comfort such as provides automotive aftermarket accessories, electronics, and glass repair and replacement while travelling and people can save valuable time than to rely on public transport. Auto accessories are sold the maximum to enhance the comfort and pleasure of both the passengers and drivers. Along with that, the need for style, looks, status display, increased comfort and enhanced luxury options have all contributed to the huge rise in demand for auto accessories. There is also demand in people who loves the need for speed where they love modification with car engines. Our Garage will provide top of the line accessories to cope with the demand of the car accessories here in Sabah.

Location of the business is taken at Alamesra shop, 3 sty corner lot, Grd, 1<sup>st</sup> Floor and 2<sup>nd</sup> Floor.