



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI  
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**MEGA SHINE SDN BHD**

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## KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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**MAZNAH WAN OMAR**  
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## **INTRODUCTION**

Mega Shinc Sdn Bhd is established to supply the wiring component. We will supply this component directly to the customer. This company registered under partnership agreement. We have 5 partners in this company. In this company have General Manager, Marketing Manager, Operation Manager, Administration Manager, and lastly a Financial Manager. All of the members in this company have knowledge about this business. We have an experience about this business. It is because we all have working experience in the factory who supplier the electrical component.

Our location will operate this business at C-39, Jalan Indah 2, Taman Sejati Indah, 08000 Sungai Petani, Kedah Darul Aman. We choose this place because it is strategic place and near the highway. In addition, our company is situated near the industrial area. So they need more wiring components for complete their work. So we can supply their need to realized make this area for the industrial area. Other reason we choose this place for operate our business are easy and more communication, lack of competitor and good infrastructures to achieve our target.

We will operated our business at 2010 because the state of Kedah will change as industry's state at 2010, so at that time, many contraction will be operates, so they must have many electrical component to complete their work and we choose one of the component for our business. So we make a result to supplies the wiring component.



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So to ensure our company achieved the target sales, we will give a good service and we were chosen four basic market strategies to face any circumstance. Lastly we will maintain our reputation in business to achieve our goal.