



**UNIVERSITI TEKNOLOGI MARA CAWANGAN
KEDAH KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENUERSHIP ETR300

**AIRCOOL
AIR-CONDITIONER SERVICES & TRADING CO.**

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20 FEBRUARY 2002



AIRCOOL

*Air-Conditioner Services & Trading Co (AS0151324-B)
No 96-G,1&2, Bayan Point,
Persiaran Bayan Indah,
11900 Bayan Lepas, Penang*

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Surat Kami 500-KDH (MEDEC. 15/2/1)
Tarikh 27 November 2001

KOORDINATOR MEDEC

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Tuan/Puan

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ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahwanan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.}

Pelajar-pelajar berkenaan ialah:

1. NORAFIZA BABJAN
2. ROSMALIZA ABU
3. AISHAH ABDUL AZIZ
4. NOOR HIZAZMIE KAMAL ARIFFIN
5. AZHAR ABU BAKAR

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator Medec
b.p Provos



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EXECUTIVE SUMMARY

We have decided to choose AIR COOL Air-Conditioner Services and Trading Co. as our business name. The nature of our business is supplying air-conditioner from an established brand, which is Carrier and Top-Aire. Besides that we give services to industrial, commercial and residential. In addition, we also provided installation and maintenance to fulfill consumer's needs and wants.

We are operating a partnership form of business. We have five partnerships that are the Board of Directors of the company who contributes capital of the setting up of AIR COOL Air-Conditioner Services and Trading Co. Each of our Board of Directors is holding their own post in the company. The capital that all of the partners contribute is RM 250,000. Each partners contributed RM 50,000 that is 13.3334% each. The balance of the capital, we get from bank loan where the amount is RM 125,000. We are getting the bank loan from Bank Islam Malaysia Berhad.

All the partnership has a good qualification in studies. Besides that we also have working experience on related field that make us willing to venture into this type of business. Furthermore, we are hiring experience workers in every department, so that all the matters exist can be handle by experience people. This is to make sure that things are done properly and with productivity, efficiency and consistently.



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The location of our business is at No. 96-G, 1&2 Bayan Point, Persiaran Bayan Indah, 11900 Bayan Lepas, Penang. We decided to choose this location because it is strategic and will becoming the center of government administration where it will be known as 'Mini Putrajaya' in the next few years. Furthermore, our location is located near the residential areas and can be easily seen. Besides that, there are complete of infrastructure that can fulfill consumer needs. Infrastructure such as road, electricity, water, parking, corridor and facilities such as shopping complex are complete.

Administration plan is handle by the administration manager, Rosmaliza Abu. In this plan we decided to rent a 3-storey building in operating our business. In this company, all the partnership will be managing in its own department so that everything will be managed properly and systematically. Besides renting the building, we had bought and assets also furniture and fittings to smoothen our job.

In the marketing plan, it is in charge by Aishah Abdul Aziz. We have changing our marketing strategy to make sure that our business can fast be known by customers. We are using pamphlet, brochures, flyers, business card, signboard, banners and yellow pages. Under sales promotion we are giving petronas reward, and under direct marketing, we have telemarketing, direct mail and outline marketing.

For the operational plan, is being control by Azhar Abu Bakar. We are operating our business starting from 10 a.m. to 6 p.m. Monday to Saturday. Operation Department is having the most workers because we need to fulfill customer's needs without any delays.