



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

**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**IMPIANA COLLECTION PLASTER CEILING**

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

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Sekian, terima kasih.

Yang benar

**MOHD. AZHAR OSMAN**

Koordinator

b.p. Provos

# INTRODUCTION

Impiana Collection is a business that will begin operations in 2006. The Impiana Collection is serves in Sungai Petani especially houses, restaurants, hotels, mosque, premises and etc. The recovery of our economy now gives many advantages to investors and entrepreneurs to enter in new business. Nowadays, many new development areas in Sungai Petani has been raise. So, Impiana Collection have a bright future in selling of plaster ceiling. We are the only bumiputra in Sungai Petani that selling the plaster ceiling.

Impiana Collection has been specialized their products to the houses, restaurants, hotels, mosque, premises and etc around the Laguna Merbok, Lagenda Height and around Sungai Petani area.

The business will be located at No: 25 Jalan Melati 1, 08000 Amanjaya, Sungai Petani, Kedah. The location is strategic because it is halfway between Sungai Petani and highway to Alor Setar. We choose the place because it has the ability to attract the customer to come to our place. This will make it convenient for customers to have plaster ceiling at their house. We giving them a high standard service and lifestyle environment. Eventhough the are many non-bumiputra competitors around Sungai Petani but we are confident to attract the customer.

In long-term potential to establish such business in Sungai Petani is very high. The reason is, in 5 – 10 years from now on Sungai Petani, there will be surrounded by a lot of professional or elite people such as processors, lecturers, doctors, managers and etc.

## OUR OBJECTIVES

Every business that is established its own objectives or goal. The objectives act as a guideline to ensure that all activities are heading towards the right track.

Among the objectives of the establishment of Impiana Collection are:

- ❖ To create good relations with suppliers, clients and workers while managing ensure the continuance supply of plaster ceiling.
- ❖ To have management system which is efficient, systematic and effective.
- ❖ To build up workers with full of character, vision and committed to do a good job.
- ❖ Able to fulfill customers which are from various areas and races.
- ❖ To get profit starting the second year of operation.

## OUR STRATEGICS

In the process to reach the aim as fixed, Impiana Collection have planned a few strategies and they are:

- ❖ To develop a regular, efficient and systematic organization structure to ensure the business operation operates smoothly.
- ❖ To improve continuous work quality in providing services, attendance, feedback and direction customer.
- ❖ To offer excellent in services to the customer, so they may satisfied with the services.
- ❖ To make sure that company's financial situation is sound and stables. It is useful to the company to prevent the company from having loss.
- ❖ Always beware of the latter's changes adopted by competitors. The strengths and the weakness of the competitors have to be studied to remain competitive.
- ❖ Have good promotions from time to time as the improve sales.
- ❖ Doing ours responsibilities well.