



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

INTRODUCTION TO ENTREPRENEURSHIP ETR300

CHIMED SDN BHD

PREPARED BY:

| | | |
|-------------------------------------|------------|-----------------|
| AHMAD RIDZUAN BIN MOHD NAZAM | DIA | 99011393 |
| ZUHDI ZAIDAN BIN MOHD NOR | DIA | 99113247 |
| SAIFUL HASZRIN BIN SAIME | DIA | 99105848 |
| NOR HAIZAN BINTI JAMALUDIN | DIA | 99133753 |
| NORHARTINI BINTI NOOR LEY | DIA | 99110744 |

20 FEBRUARY 2002

TABLE OF CONTENT

| PARTICULAR | PAGE |
|---|-------------|
| CHIMED SDN. BHD. | |
| Submission Letter | 1 |
| Acknowledgement | 2 |
| Introduction | 4 |
| Executive Summary | 6 |
| Purpose of Business Plan | 8 |
| Partnership Agreement | 9 |
| Explanation of Business Logo | 12 |
| Background of Business | 14 |
| Partner's Background | 16 |
| | |
| ADMINISTRSTION UNIT PLAN | |
| Introduction to Organization | 21 |
| Introduction to Unit | 22 |
| Organization Objectives, Vision and Mission | 23 |
| Organization Chart | 25 |
| Office Layout | 26 |
| Workforces | 28 |
| Job Specification | 29 |
| Remuneration and Incentives | 35 |
| Operational Hours | 38 |
| Furniture and Fitting Expenses | 40 |
| Office Equipment | 41 |
| Preliminary Expenses | 42 |
| Administration Budget | 43 |
| | |
| OPERATION UNIT PLAN | |
| Introduction | 44 |
| Business Location | 45 |
| Organization Chart | 47 |
| Operational Strategies | 48 |
| Operation Budget | 49 |
| Office Layout | 50 |
| List of Product | 52 |
| Flow Chart Process (operation) | 54 |
| Flow Chart Process (from suppliers) | 55 |
| Forecasted Purchase of Medical Instruments | 56 |
| List of Supplier | 57 |



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

KOORDINATOR MEDEC

UiTM Kampus Sg. Petani
Peti Surat 187
08400 Merbok
Kedah Darul Aman.

Tel : 04-4571300 ext 1095
Fax : 04-4574355

KEPADA SESIAPA BERKENAAN

Tuan/Puan.

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. AHMAD RIDZUAN MOHD NAZAM
2. SAIFUL HASZRIN SAIME
3. NOR HAIZAN JAMALUDIN
4. NORHARTINI NOOR LEY
5. ZUHDI ZAIDAN MOHD NOR

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

INTRODUCTION

Chimed is established as trading business and its business transactions involved directly to the hospitals i.e. the customers. Chimed is registered under the partnership agreement. We were encouraged to enter in this business because of the increasing population from time to time in our country. We will start to operate our business on 1st January 2004.

We choose this particular name business name (Chimed) because 'chi' which is stands for chief here in Oxford Dictionary second limbs as higher in rank. While 'med' are stands for medical. In conclusion, we are trying to achieve professional qualified entrepreneur to give a quality instrument and make us higher in medical business ranking in Malaysia.

The location of Chimed is situated at No. 58-2, Jalan SL 1/3, Taman Sri Tunas, Bandar Bayan Baru, 11000 Bayan Baru, Pulau Pinang. We selected this particular location by looking our target market, comprehensive infrastructure such as communication network, transportation, competition and the development of that area.

Malaysia is considered as a developing country. With the international scenario, it has encouraged our economy to develop by 8%. Due to this, it has encouraged our economy to grow especially in the business sector. Besides this, Rasulullah has always encouraged the society to enter the business world because 9/10 of our income comes from here. Businesses that involve medical are rare in Malaysia because of the lack of interest of entrepreneurs, especially those who are Bumiputra's. Due to this, a business was form and given the name Chimed.

EXECUTIVE SUMMARY

The purpose of this business plan is to get an amount of bank loan. We choose this type of business because we want to increase and encourage more Bumiputra to involve into this field. In addition, the involvement of Bumiputra's is still low in the medical equipment supplier business.

The company is form as partnership and we e\will start our business on 1st January 2004. The scope of the business is to supply medical instrument/equipment, which is focusing in the operation theatre.

We decide choose to locate our business at Bayan Baru area. We choose that typical area due to several reason such as, the area are fully provided with good basic infrastructure facilities listed as water and electricity, telephone line and transportation linked like airport and harbor. The business premise also provides a good infrastructure and marvelous condition in order to locate our business tools.

Our target market area is government hospital, private hospital owned by Bumiputra and private hospital owned by non-Bumiputra that is all located at northern region of peninsular Malaysia. The market share worth RM 5 million is considered as a big opportunity for our company to take an advantage. On the other hand, we have to challenge a few competitors around the area. But with the good management in the company we were expected to dominate around 8% to 11% of market share within three years.