



RC AUTO SCALER

GROUP MEMBERS :

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1.0 INTRODUCTION

Executive summary

First off all we name our company as Cartografia Enterprise. The establishment of our company as the Cartografia Enterprise is in the 5 February 2016. Our company is based on partnership. The partnership agreement has been formed 5 October 2015 at the Bukit Katil, Melaka. This agreement is between our shareholders that have been list down. This company is leads by our General Manager name Muhammad Azlan Bin Isa and helped by five others sectional managers consists of Administration Manager, Operational Manager, Marketing Manager, Financial Manager and Asisstant Financial Manager. The person that holds that position is Nurizety Binti Mohd Yusof as Administration Manager, Najwa Husna Binti Md Radzi as Operational Manager, Khairul Ilman Bin Ab Karim as Marketing Manager, Azmul Munir Bin Azmi as Financial Manager and lastly Mohd Riduan Bin Mat Nor as the Assistant Financial Manager. We are located our company at Lot 1838 Mukim Bukit Katil Ayer Keroh, 75450 Melaka, 75450 Melaka, Malaysia.

Each of the manager have their own tasks and responsibilities for this company that have they fulfilled. Based on the cooperation between all shareholders, we want to make that our business run smoothly and at the same time achieve the objective, mission and vision. This company have 10 employees that include General Manager, Administration Manager, Operational Manager, Marketing Manager, Financial Manager, and Assistant Financial Manager, 2 General Workers, 2 clerk. Our target group is middle man as contractor, developer, trader, agent, and civil engineer or direct sell to user. For the information, our sales per year is about RM 3 000 000.00.

Cartografia Enterprise try to compete with two company that well establishment which is CRYSTAL SDN BHD and LAU&TAN TRADING. We found that this company have a few weakness which is these company have higher overhead cost, higher price that have been charged due to the quality of the product and service, and sometimes they are maybe because of the rush to delivery. Basically, the process involve handling of raw materials, put on body part, put on GPS and camera. In the other hand, the business is operating 5 days a week starting at

Cartografia Enterprise

8.00 P.M. until 5.00 P.M. we predict our company will increase our product sale 9% by second year and another 13% from for the third year.

a) Name of the Organization

We named our company as Cartografia Enterprise moving forward. The choosing of this name as symbolic of our product which is we produce RC auto scaler. Cartografia mean 'map' which is Spanish word. We choose this name for our company because it suitable with our product RC auto scaler. This product produce to make a scaler activities become easier and reduce cost. We believe that our product can be market and well-known in this country especially in plantation sector.

b) Nature of business

Cartografia Enterprise is a manufacturing business in Malaysia especially in southern area region. We actually focusing at Melaka, Negeri Sembilan and Johor to selling our product. But at the same time w trying to market our product at other place. This goal of our company is to manufacture and sell our product by middle man as contractor, developer, trader, agent, and civil engineer or direct sell to user.

This company produce Rc auto scaler that use a few item such as amphibious rc car. We use this amphibious rc car because the activities can be done at the place that have water. We also using global positioning system (gps) and camera that use to make the scaler activities easier. At the end of the day, we hope that we able to produce product that can satisfy customer need and make our company become more famous in plantation sector.

c) Factor in selecting the proposed business

- The measurement work will be easier because the machine can be used in different kind of terrain. Eg: uneven area
- So that the measurement work is able to be done faster and more efficient
- reduce the cost of labour
- Able to gain more profit
- Increase the productivity of working so it is going smoothly

- To reduce the company cost

1.1 OBJECTIVE ORGANIZATION

- To view and evaluate the proposed business venture in an objective, critical and practical manner
- To analyse and evaluate the viability of a proposed venture
- To propose new technology
- To convince relevant parties of the investment potential in the business
- To provide guidance in managing the business
- To allocate business resources effectively.

1.2 Partnership agreement

This partnership agreement statement had been prepare on the on the 5th October 2015 and the witness by advocates and a solicitor, which were named by the member of the shareholders. So, member of partnership had agreed on establishing a partnership business and abide to all rules and regulations as stated below:

1.2.1 Name of business

The business was agreed upon all members to name it as “CARTOGRAFIA ENTERPRISE”

1.2.2 Enforcement

The partnership business will enforce on 5th February 2015 and it will valid until and agreed expired date.