

ENT300/ PLUMBUIRE ENTERPRISE (AS AT 6 MAC 2017)



اَوْتُوْا سِيْفِيْ تَتِيْجُوْا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1102G

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

PLUMBUIRE ENTERPRISE

PLUMBING SERVICES

PREPARED FOR:

MADAM NORANITA BT ABDAMIA

PREPARED BY:

MARRISA AMILIA BT ZAMRI

2016455154

SYAZA IZZATI BT MOHD NAZRI

2016475638

NUR FIRZANA BT NOR AZMAN

2016475148

HANIS FARIESHA BT FADZLI

2016471914

ISKANDAR ASHRAF BIN MUHAMMED SALLEH

2016242916

ACKNOWLEDGEMENT

Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to both our lecturer which is Madam Noranita Bt Abdamia for her kindness in helping us during the process of completion of this project work. She has given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan.

There are a lot of challenges that we have to face such as finding the cost for each materials in real market, the calculation for each machines needed and the understanding of how plumbing services work for our project. Besides that we have to go through a lot of difficulties with the decision to put a fixed price according to our targeted market besides going through a lot of procedures.

Through these problems we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and location and any other information needed by a new entrepreneur as a guide to start this business.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1 INTRODUCTION

- 1.1 Name of Business
- 1.2 Nature of Business
- 1.3 Industry Profile
- 1.4 Location of the Business
- 1.5 Date of Business Commencement
- 1.6 Factors in Selecting the Proposed Business
- 1.7 Future Prospects of the Business

2 PURPOSE

- 2.1 Main purpose is to find investor
- 2.2 To evaluate the project viability and growth potential
- 2.3 To apply for loans or financing facilities from the institutions
- 2.4 To act as a guideline for the management of the purposed business
- 2.5 To allocate business resources effectively

3 BUSINESS BACKGROUND

- 3.1 Vision and mission
- 3.2 Organizational chart
- 3.3 Logo and moto

4 BACKGROUND OF PARTNERSHIPS

4.1 General Manager

4.2 Administration Manager

4.3 Marketing Manager

4.4 Operation Manager

4.5 Financial Manager

5 LOCATION OF BUSINESS

5.1 Physical Location Of The Project

5.2 Building

5.3 Basic Amenities

6 MARKETING PLAN

6.1 Marketing Objective

6.2 Description Of Product

6.3 Target Market

6.3.1 Geographic Segmentation

6.3.2 Volume Purchase

6.3.3 Quality Evaluation Of Distributor

6.4 Market Size

6.4.1 Population

6.4.2 Total Market Size

6.5 Competitor

6.5.1 Identifying Competitors

EXECUTIVE SUMMARY

Pasir Gudang has become one of the on growing population in Johor especially in Masai where new incomer would come and live here. Nowadays, the new resident will search for plumbing service which provides a tip-top customer friendly to make their home more comfortable. Thus, we want to introduce our plumbing service name Plumbuire Enterprise to fulfill the request from publics especially new clients from various properties such as house, school, bungalow, factory and apartment.

At present, there are many plumbing services that provide service for the clients residing here to get help for clogged bathroom, repairing pipe and so on. Therefore, we want to introduce our service and we want to beat other competitor and at the same time provides better service for the clients so that they can benefit the times with comfortable plumbing services while enjoying their moment at the place.