BUSINESS REPORT

TIZ 6938 – FINAL PROJECT AND INTERNAL INDUSTRIAL INTERNSHIP

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UNIVERSITI UTARA MALAYSIA
2008

A Business Report submitted to the Graduate School of Universiti Utara Malaysia in full fulfillment of the Requirements for the degree of Master of Science in Technopreneurship
ZAMIL SYAH BIN MUSTAFA

calon untuk Ijazah
(candidate for the degree of)   MSc. Technopreneurship

telah mengemukakan kertas projek yang bertajuk
(has presented his/her project paper of the following title)

BUSINESS REPORT
(TIZ6938-FINAL PROJECT AND INTERNAL INDUSTRIAL INTERNSHIP)

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1.1 Contact Information

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Dzul Majdi Mohd Dashilah
Executive Director
Mobile: +6012 - 318 6731
Email : dzmajdi@taliantulen.com

Talian Tulen Sdn Bhd
I-09-11, Pelangi Damansara
PJU 6, Persiaran Surian
47800 Petaling Jaya, Selangor Darul Ehsan.
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### 1.2 Professional Advisors

<table>
<thead>
<tr>
<th>Role</th>
<th>Contact Information</th>
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| Secretary| Zafuan Nordin, Peruniaga Corporate Advisory (242256-T)  
K5-1, Excella Business Park, Jalan Ampang Putra,  
Taman Ampang Hilir 55100 Kuala Lumpur |
| Banker   | CIMB Bank Berhad, Kajang Branch  
9 Jalan Tun Aziz Lim Tan 43000 Kajang, Selangor Darul Ehsan |
| Lawyer   | Kajan Singh & Co.  
Suite 1, Level 1, No. 23A, Jalan Raja Haroun 43000 Kajang,  
Selangor Darul Ehsan |
| Auditor  | Ari & Co.  
24-4-2, Jalan 4/50, Diamond Square Business Centre,  
Off Jalan Gombak 53000 Kuala Lumpur |

*Table 1.1: Talian Tulen’s Professional Advisors*
1.3 Basic Corporate Information

Name of Company: Talian Tulen Sdn Bhd

Company no: 457942-M

Status: Private Company Limited by Shares.
Incorporated in Malaysia on 19\textsuperscript{th} February 1998 under the Companies Act 1965. Dormant since incorporated, revived on 28\textsuperscript{th} March 2007.

Capital: Authorized: 100,000 ordinary RM1 shares.
Issued: 5,999 RM1 shares to Zamil Syah Mustaffa,
3,999 RM1 shares to Dzul Majdi Mohd Dashilah,
2 RM1 shares to Pesaka Bintang Sdn Bhd.

Board of Directors
Zamil Syah Mustaffa
Dzul Majdi Mohd Dashilah
Azlee Shah Mustaffa
Dato' Haji Mustaffa Hassan


Administrative Office: I-09-11, Pelangi Damansara, PJU 6, Persiaran Surian 47800 Petaling Jaya, Selangor Darul Ehsan.

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(due to complete by June 2008)

Business Activities
Website Solutions.
System Integration.
Webmedia Content Development.

Table 1.2: Talian Tulen's Basic Corporate Information
1.4 Vision, Mission, Values

Vision

Talian Tulen Sdn Bhd (Talian Tulen) is dedicated to develop and grow the company to one day be acknowledged as a major player in the regional ICT industry particularly in the area of Integrated Web Development, specializing in Mobile Technology. We envisage ourselves to be recognized as a company that offers the most cost-effective services and solutions, prioritizing the exertion of quality in our work and aims to set the standard against which similar services and solutions are valued. The founders firmly believe that the advantages that quality ICT solutions brings, should not be available just for larger, more resourceful organizations and/or individuals, instead everyone should be able to be touched and benefit from the endless possibilities that ICT proffers.

Mission

Our mission is to add value to our clients’ organization with the best-value-for-money services and solutions in the micro, small and medium-sized organization business market in Malaysia, with a view to expand into other regional markets in a few years. Aligned with the mission statement, our goals by early 2011 are to:

- To achieve excellent clients’ satisfaction rating by completing every project within the estimated budget and time-limit, complying with every mutually agreed deliverables of each project, and providing organization-wide commitment to customer service and after-sales support. The objective is for them to view us as a reliable partner, with whom they would want to develop a symbiotic, long-term relationship with.
- To promote creativity and innovation in our organization and significantly invest in R&D in an effort to continuously improve and add value to our service and solution offerings to our clients.
- To continue the policy of maintaining an optimum size for our organization by encouraging continuous career development and training for our associates, employing new, skilled and motivated individuals whenever needed, as well as strengthening relationship with business partners. We are also dedicated to promote a good working environment and continuous improvement of business conditions by providing generous benefits and incentives for every personnel and partners.
- To establish ourselves in the targeted market by penetrating the market and increasing customer awareness over the period, through meticulous and effective marketing mix
The contents of the thesis is for internal user only