



MARA UNIVERSITY OF TECHNOLOGY

22/10

Fundamentals of Entrepreneurship  
( ETR 300 )

“EyeLax Enterprise”

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Madam,

**Submission of Business Plan (ETR 300)**

As the above matter, we would like to submit our business plan upon part of the complementation of our Basic Entrepreneurship (ETR 300) subject.

2.) We choose as a supplier of "Book Holder" called EyeLax Enterprise as our business. This submission of report includes all administration, marketing and financial planning. With this, we hope that it would be a very helpful guideline for understanding and knowledge about the business.

3.) Lastly, thank you very much to all who had helped, support and cooperated in finishing this report.

Thank you

Your sincerely,

  
.....  
( KHAIRUL ANNUAR BIN MOHAMED AZHARI )  
General Manager of EyeLax Enterprise  
EM 110  
Semester July – Oktober 2005

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## EXECUTIVE SUMMARY

**E**yeLax is a business company that provides book holder as a stationary items. We running as a business trading. Our products are import from oversea. Our business will mostly catch our main target groups such as universities, schools, book store and shopping complexes in area Selangor and Klang Valley.

EyeLax will be operating as soon as our loans are approved band settled and shortly after we are provided with a business license by relevant agencies.

We hope that EyeLax will become a well received and successful company that can help to futher introduce the book holder to Malaysian citizen. We also wants to grow our market in major cities in Malaysia.

