

**MARA UNIVERSITY OF TECHNOLOGY
SABAH CAMPUS
KOTA KINABALU BRANCH'S**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**

BANNER SERVICE

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**DIPLOMA IN SCIENCE
FACULTY OF APPLIED SCIENCE**

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08 OCTOBER 2007**

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PERKAWILIK
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Sabah.

Madam,

SENDING THE ETR 300 BUSINESS PLAN JULY – NOV 2007

According to the matter above, we are the partnership of the Era Advertising Enterprise gladly present our business plan for July – Nov 2007 session.

2. We agree to choose this business plan because this industry has the Potential to develop in the future and the demand for these services increases every year which means the opportunity to success in this field are higher.
3. Therefore, we would like to submit this business plan, which included the information that related with the administration plan, operational plan, marketing plan, and financial plan with the related information.
4. Lastly, we would like to give our acknowledgement to you for your present and future cooperation and support our business plan. Thank you.

You're sincerely,



.....
(SITI AFIZAH ABDU RAHMAN)
General Manager/ Administration

SALINAN FOTO TIDAK DIBENARKAN



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1.1: INTRODUCTION

The business we are involved in is producing banners. This is because the business has a high potential to build up.

Following that, we are responding to the mission of the government to increase involvement of the Malays in this business. Era Advertising Enterprise has been looking for a good chance to excel in this business. Era Advertising Enterprise can compete in the market because it is the company which is run by the Malays. The market of banner services is very practical especially during festive seasons, school terms, sports day, convocation, interaction day, courses day, national day, the Business Company, campaigning season and others.

Our regular customers is primary and secondary schools in Kota Kinabalu area, the college and university, the club of sports, government agencies and non-government, the government office, petrol station, and a subsidiary company.