



اَوْنِيُوْ رَسِيْتِيْ تَتِيْكَوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF CIVIL ENGINEERING**

**DIPLOMA IN CIVIL ENGINEERING (EC110)**

**EC1102D**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**HELMET WIPER & SERVICES**

**HELMET WIPER**

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## **ACKNOWLEDGEMENT**

Alhamdulillah, lastly we can complete our Business Plan. We would like to express a huge gratitude to Allah who allows us to complete this business plan and to those who had helped us from friends, lecturers to parents. We would like to thank Madam Noranita Abdamia who had given us a lot of information on how to do a Business Plan and without her guidance, we might not be able to complete this Business Plan.

May Allah bless all of those who have helped us and we highly appreciate all the cooperation and kindness. Thank you.

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## EXECUTIVE SUMMARY

Pentagon Enterprise is our company name. we are involved in a partnership business which we share capitals, profits and loss equally together. Pentagon Enterprise sells helmet wipers which are used by motorcyclists to wipe their helmet screens during the heavy downpour. We decided to choose this kind of business because currently, in Malaysia, there is still no business that sells helmet wipers.

We believed that our product would help motorcyclists to be extra safe as most road fatalities in Malaysia are involving motorcyclist. We choose to start our business at Johor Bahru because there are many motorcyclists in Johor Bahru. Targeting our business here, we also target our customers to come from Singapore as most Singaporeans come to Johor Bahru regularly. Most people from Johor Bahru who worked at Singapore also uses motorcycle as their transportation. Hence, we think that Johor Bharu is the best place to start our business.

Our specialty is that we do not only sell the helmet wipers, but we provide the services for the helmet wiper too. Our customers who had problems with their helmet wipers can come to our store and repair their helmet wipers.

Get to know more about our business by analyzing our business proposal including the information about the administrative plan, marketing plan, operational plan and financial plan.