



FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300



BAKAR LINE SERVICES
FIRE PREVENTION SYSTEM

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FACULTY OF MECHANICAL ENGINEERING

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Alhamdulillah,

First of all we are very thankful to Allah S.W.T who give us such will, knowledge and ability to complete this business plan on time.

We are grateful to Arman Ghouse, the owner of the FOSH Sdn. Bhd, who spend time with us sharing his knowledge and experience on handling his loss and fire prevention company. His overview in this industry help us further on how to manage this company successfully and remove all the uncertainties we had when we chose this industry,

We are also very grateful to our ent teacher, madam Anita and Madam Suhana, for teaching us ENT300. Their versatile knowledge and teaching style has developed our knowledge on how to become an entrepreneur.

We also very thankful to our supervisor, Sir Najmie, who has guide us on preparing this business Plan.

EXECUTIVE SUMMARY

Bakar Line Services is a service company that sales fire prevention product like fire alarm system and fire exteinguisher. We also provide maintaince and after sales services to our customer.

Johor Bahru facing a growth in development of modernization. High demand of the service of loss and fire prevention company to install a fire alarm system to the new develop building. This is the company opportunity to show what we have up on our sleves, as new building is looking for good and quality services from loss and fire prevention company. With the best set of skills and reasonable price of the packaged on offer, surely the customers cannot resist.

By focusing on high quality customer services and continuous development of company's skills, our company will try to compete with other competitor in this industry. Our goal is to expand our company outside Johor Bahru like Kuala Lumpur or Singapore in 10 years. To achive it, the company have to work hard to maintain the customers satisfication.

1. Introduction

1.1. Name of the Business

BAKAR LINE SERVICES

1.2. Nature of Business

Sale, distributing and service of the fire prevention system

1.3. Industry Profile

Our business is owned actively by partnership, become bakar line services.

1.4. Location of the business:

No 14 Jalan Cendana 9/1, Taman Cendana, Pasir Gudang

1.5. Date of business commencement

1 March 2016

1.6. Factor in selecting the proposed business

Johor Bahru is the capital state of Johor darul takzim, Malaysia. It is the second largest city in the country. As the rising of the modern johor Bahru, the district facing a rapid development in various aspect. One of the main thing to look was the industrial and property development aspect. Lost and safety prevention services are crucial on these fields. Thus, we see this golden opportunity as our valuable market. We passionate to provide a quality product, installation and maintenance of lost and fire prevention services to our customer.

1.7. Future prospects of the business:

This type of services has good future prospect. It is because it has highly demand service in johor bahru because the district is one of the places that is booming and developing.