



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
MENGAYAU ENTERTAINMENT

PREPARED BY

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Executive Summary

The name of our company is MENGAYAU ENTERTAINMENT . The business is in form of Private Limited which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is providing mobile stage which consist of entertainment and suitable for all ages.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that MohdSadam Bin AbdLatif as the General Manager and Marketing manager, Muhammad Khairuddin Bin Salsidu as the Administration Manager, MohdAzren Abdullah as the Operational Manager, Kerry Taibin as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Executive will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

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1.0 INTRODUCTION

A business plan is a written document that serves as a blueprint and guide for a project that one's intends to undertake. Business plan is prepared to predict viability and explain all the business strategy such as activities, financial condition, marketing plan and other thing that related to the business proposed. This will help entrepreneur and investors to expand their business and overcome obstacles that might arise. Business plan also acts as a guideline in the business and need to be followed and improvised if necessary.

Name of the company

Business plan shows us a new business which is emphasizing the opening of our business service on entire Sabah demand. Our company named **Mengayau Entertainment** is in the form of private limited company and corporate under the Ministry of Broadcasting and Information .

As the mobile stage provider, we are involving in this field of business aiming to let people enjoy and easy to held an event. We proposed this business because we found the way to make anyone easy and safe cost to held their event for example marketing event, concert, especially things that are concerned with an event.

By providing mobile stage, they will experience new and unique stage provided with latest sound system technology. Even though we are also provide mobile stages that are provided with good quality and service. The usage of mobile stage makes it possible to produce a high standard mobile stage with the professional sound system, who are familiar with this field graduated from international university. Thus, it would be great if this proposed business will be approved by the authority and supported by Malaysian Government.

Nature of Business

- Mengayau Entertainment is providing business service in term of entertainment.

Industry Profile

- As we are renting mobile stage, our competitor also providing mobile stage. The mobile stage provider in Sabah only Jabatan Penerangan Sabah, So that our company is the first company provide rental mobile stage after Jabatan Penerangan Sabah. Since there are not too many competitions in Sabah and not renting their mobile stage, we are quite sure that we can skim this market by offering a better mobile stage rental.

