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TECHNOLOGY

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EASY ENTERPRISE
BUSINESS PLAN

DIPLOMA IN ACCOUNTANCY
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KEPADA SESIAPA YANG BERKENAAN

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Perakaunan di Universiti Teknologi MARA, Kampus Alor Gajah Melaka. Mereka telah ditugaskan untuk membuat penyelidikan sebagai memenuhi syarat matapelajaran ETR 300 Asas Keusahawanan

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1.0 INTRODUCTION

Easy Enterprise will be established on December 2001 and will start the operation on January 2002. Easy Enterprise will be located at Alor Gajah, Melaka. Easy Enterprise will provide printing, photocopying and many other services. This business is selected because of the potential to success and because of the demand from the community especially students.

Easy Enterprise is a business, which consists of five partners. Each partners has their own function which is General Manager, Administration Officer, Operation Officer, Marketing Officer and Financial Officer. Easy Enterprise is established as to increase the 'bumiputras' contribution in business sector. Automatically, our contribution will improve 'bumiputras' life style.

Easy Enterprise will implement "fast and reliable" concept. Fast in terms of services provided and reliable with the goods sold. Since our customer will include multiple level of age, thus our services will come with pleasure and not pressure.

At the same time, the objective of the incorporation of Easy Enterprise is to make the competition in the market more perfect. The competition arrive will make Easy Enterprise work harder in order to maximize our profit. Easy Enterprise is also establish to implement our knowledge in entrepreneurship and to develop skills in this business world.

As an overview in this industry, this industry provides service to a variety of industries such as advertising, marketing, literary arts and others.