



اُونِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS**

**ENT300**

**FUNDAMENTAL OF ENTERPRENEUSHIP**

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## **2.0 INTRODUCTION**

### **2.1 INTRODUCTION TO BUSINESS**

Pusat Tuisyen Puncak Prestasi was established in 2024 by a few minds who saw an opportunity after recognizing the potential market in their region, Putrajaya. The premises are in Putrajaya Presint 15, located above Zus Coffee. The name "Puncak Prestasi" symbolizes guiding students to reach their full potential. The subjects offered are primarily upper-form subjects and science stream subjects, such as Chemistry, Physics, Biology, Mathematics, Additional Mathematics, and other core subjects. Our tuition center targets upper-form students who are preparing for their SPM or will be sitting for their SPM next year (Form 4 students). We hire schoolteachers seeking additional income, retired teachers looking to supplement their earnings, and university students with the qualifications to teach who are also looking for side income.

Our business is to provide coaching to students to enhance their understanding of school subjects. At our tuition centers, we are very particular on the quality of teaching and teaching materials to ensure our students not only understand the content but are also aligned with the school syllabus. We also provide additional learning resources, such as notes, exercises, and mock exams. We ensure that we stay updated on our students' examination results to identify their strengths and weaknesses effectively so that we can plan with suitable strategies. We also ensure to keep in touch with parents to share their child's progress and improvements.

We are aware of the struggle to maintain our tuition business due to the competition that exists in this country. There are many well-known, established tuition centers in this country, such as MC+, PTIU, and others, that utilize advanced gadgets and digital tools to attract students. These centers often provide interactive learning apps, online classes, and modern teaching methods that appeal to tech-savvy students and parents. As a result, there is smaller tuition centers like ours must bear these challenges, which is why we only target students in our local area.

### **2.2 PURPOSES OF THE BUSINESS PLAN**

- A business plan helps define the vision, mission, and goals of the business, providing a clear roadmap for decision-making and guiding long-term strategies.

## 2.5 BUSSINESS LOCATION

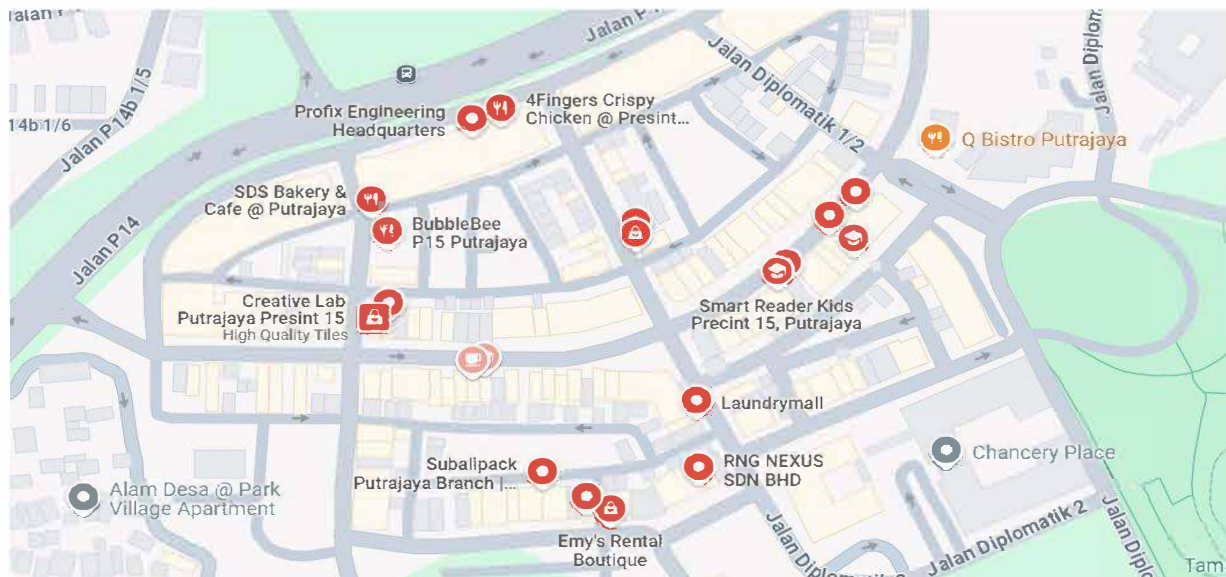
### 2.5.1 Factors influencing Choice of Business Location

-Rental, only cost RM3200 per month

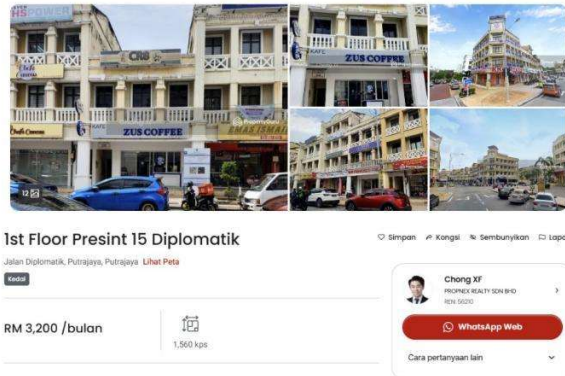
-Distance from customers, our locations are easy to reach and accessible for students in Putrajaya

-Distance from source materials, our loactions are easy to reach and accessible for our teachers since we are only hiring teachers who are living in Putrajaya

### 2.5.2 Office Location



## Building



## 3.0 ADMINISTRATION PLAN

### 3.1 INTRODUCTION TO ORGANIZATION

#### 3.1.1 Vision

- To inspire generations of learners to thrive in a dynamic world through education that values innovation and global citizenship.

### 3.1.2 Mission

- To empower students of all backgrounds with the knowledge and skills to succeed academically and personally in a supportive and inclusive learning environment.

### 3.1.3 Objectives

- To Enhance Academic Performance

Provide high-quality educational support to help students improve their understanding of school subjects and achieve excellent results in their SPM examinations.

- To Foster Personalized Learning

Offer tailored teaching strategies and resources, such as notes, exercises, and mock exams, to address individual student needs and strengthen their academic foundation.

- To Build Strong Community Relationships

Maintain consistent communication with parents and focus on serving the local community by addressing their educational needs and creating a positive learning environment.

### 3.1.4 Logo & Description

The logo features an open book at its center, symbolizing education, knowledge, and learning. A pencil is positioned diagonally across the book, reinforcing the theme of writing and studying. The entire design is enclosed within a circular border, giving the logo a clean and cohesive appearance.



open book at its center, knowledge, and learning. A diagonally across the book, academic achievement, Encircling the design is a logo a clean and cohesive

The text "Est. 2024" appears on either side of the book, indicating the establishment year of the organization. Below the book is a ribbon banner displaying the name of the institution: **"PUSAT TUISYEN PUNCAK PRESTASI"**, which translates to "Center for Peak Achievement Tuition" in English. The ribbon adds a formal and prestigious touch to the design, emphasizing the mission of academic excellence.

The color palette is simple and professional, consisting of neutral tones with a pop of color on the pencil, which helps the logo appear modern and focused on education.