



UNIVERSITI TEKNOLOGI MARA (UITM) SABAH

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
ROCKET SALES SDN. BHD.

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## 1.0 BUSINESS INTRODUCTION

Know a day having a computer or a laptop is a must for every people especially for student, this is because this gadget will help the learning process. Besides that, the possession of laptop or computer also affected by many reason such as to play a video game and many more. As we know that this gadget need a specific way of surveillance as it is very sensitive to any damage.

We see this situation as an opportunity for us to conduct our business and become an entrepreneur; we want to do a business that gives services in repairing, supplying computer part to various type of customer especially to the High Institution Student which we see can give a lot of profit on it.

Rocket Sales Corporation is businesses that consist of five important contributor and professional member which sign a partnership contract to do a partnerships business which specializes in providing and supplying service and hardware of computer and many more to the customer

We are located at the Indah Permai town that nearly to UiTM Kota Kinabalu. This is due the our target market people which is Higher Education Institution student as Indah Permai is located strategically in the center of the three main Higher Education Institutions which is UiTM, Politeknik, Insitusi Kemahiran Mara and UMS. Besides that, we also targeted customer around the Indah Permai and Kota Kinabalu area.

Moreover, student also does not have enough time to go to the service center of computer as they spend most of their time doing their job. Thus this give the added value for us to make sure that this business can be done and become successful

We also are using a website as our medium of advertising and promotion in order to attract our customer. It also to tell our customer about our business and services that provided in detail. Which include the business hour, other goods that sell and many more