



UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN BUSINESS STUDIES

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

"LEONHARDT SIBLINGS"

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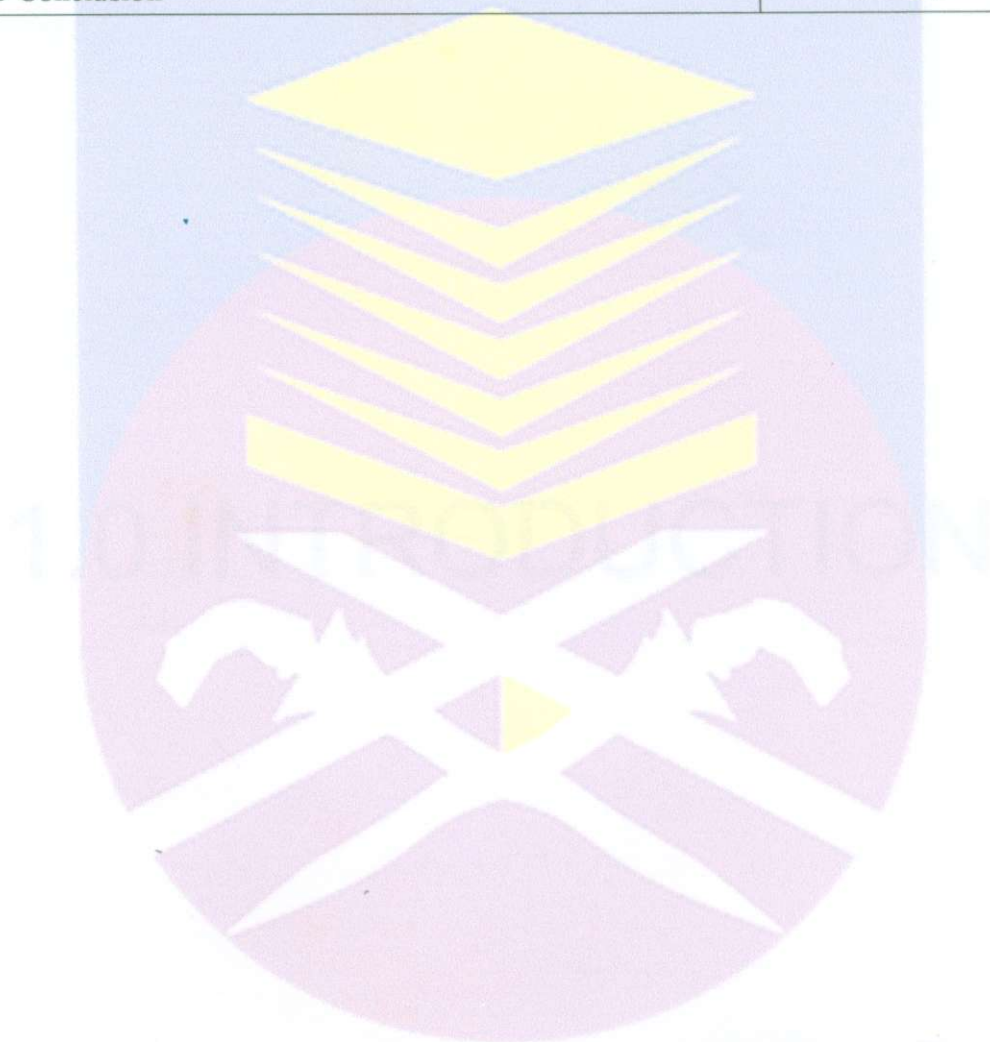
SEPTEMBER 2016



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## 1.0 EXECUTIVE SUMMARY

The name of our company is Leonhardt Siblings. As we all know, there is very rare shop that give bicycle rental service as their main product in the market. Bicycle will be the main product in our shop, not just a normal bicycle, but, the smart electric bike that already popular in foreign country such as Copenhagen City, Seoul, and even Japan.

We choose to rent our bike because we observed that in this Kota Kinabalu City has a typical problems like other places, which is has traffic congestion. Also, our Smart Electric Bike will contribute a lot to our society such as reduce the traffic congestion, reduce the air pollution, its quite affordable, reduce the transportation cost, and stay healthy. The surprisingly research also revealing that people nowadays are active in take care of their health and fitness.

Leonhardt Siblings store located at Shop Corner Ground Floor Imago Shopping Mall. This location is strategic because its environment whereby Kota Kinabalu City and Sembulan are surrounded by housing area, business area and office area. Besides that, the transportation is very easy to get and easy to get parking when customer come here. We choose to open our business here because this place vey strategic and the rental price is quite affordable.

Our target market is people around Sabah and resident of Sembulan area, Kota Kinabalu City, Karamunsing, Tg. Aru, and Sutera Harbor area. Our business will start in January 2016. We choose this month to run our business because we have to arrange our store simple but elegant and attractive for our customer comfort. Besides that, we want our store is more well known in Sabah for our services that we provided to them.

## 1.1 PURPOSE AND BUSINESS RATIONALE

### *Business Objectives*

- ✚ To priority the highest quality of service to our customer.
- ✚ To generate high profits and make more regular customer.
- ✚ Became a company that able to compete with other company in business industry.
- ✚ To be a company with trustworthy service to our customer.

### *Business Vision*

- ✚ Become one of the best bicycle rental service that knowingly with the first technology bicycle in Malaysia and best on business dealing. We also want to be the best company that have long-term business and give a good vision to our customer in term of providing good services with the best prices and a good dealer in this business.

### *Business Mission*

- ✚ Provide the best services to the customer for their convenience.
- ✚ Become the one of company in providing services and supplying the great bike.
- ✚ Become one of main technology bicycle store in town.