



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN BANKING STUDIES

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
DESIRE ENTERPRISE

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EXECUTIVE SUMMARY

Desire Enterprise is a massage product shop, which specializes in producing a variety of phone casing massage. Desire Enterprise shop is located at Centre Point, Jalan Centre Point, Pusat Bandar Kota Kinabalu, 88000 Kota Kinabalu, Sabah, Malaysia. The location is a strategic place where it was located at Kota Kinabalu City. The place is an attraction to consumers. This business produces their first new product. It is an innovation of phone casing and called as Phone Massage. This product can be used by downloading the "Body Massage Vibration" through Google Play Store, also easy to bring everywhere and easy to handle. Desire Enterprise will promote their product through website, Twitter, Facebook and Instagram. By promoting through the internet, Desire Enterprise can attract more customers to buy phone massage. The customer can check the information about the product and the location through internet. Furthermore, Desire Enterprise will make an advertisement poster to promote the product at all places. There are a lot of challenges in involving in this industry due to a lot of competitors in this market. We predict that this business for the next five to ten years will expand to international market.

1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND



FIGURE 1: COMPANY'S LOGO

"Massage has had positive effect on every medical condition we've looked at," by Tiffany Field, Ph.D., Director, Touch Research Institute, University of Miami. From the quotes massage can help us to relax our body, to relieve the pain and discomfort in our body and also to respire us. Our business name is Desire Enterprise. We choose Desire because we want to fulfil customers need. This is because we believe the demand product keeps increasing.

"Desire Enterprise" will be established in 1st January 2018. This business runs a massage product. Our main focus is to sell the massage product which given the name "Phone Massage". This product was made by high quality raw materials. This product was rare in the market. It is an innovation of phone casing becomes the massage product.

This business is located at Centre Point, Jalan Centre Point, Pusat Bandar Kota Kinabalu, 88000 Kota Kinabalu, Sabah. This location was suitable because there will be a lot of customer since Centre Point is one of the best shopping mall in Sabah. More tourists will come and this company will get the high expectation on selling this new product.