



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

FACULTY OF ACCOUNTANCY

BUSINESS PLAN

REAL STEEL CUSTOM (RSC) SDN BHD

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There are a lot of challenges that we have to face such as finding the spare part suppliers, shop's location and equipment needs for our project. Besides that we have to go through a lot of difficulties with the preparation of opening booth as our presentation since our business is based on services.

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

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1.0 INTRODUCTION

1.1 *Executive Summary*

REAL STEEL CUSTOM (RSC) SDN BHD is a business that is establish in order to fulfil the needs of a quality and reasonable price for those that needs to customize their car. This business provide not only provides service for customizing car but also selling an accessory to customer. Our business developed its business plan in order to attract attention for any potential investor, such a bank to easier our loan process. Our business consideration is to attract many customers in order to compete with the existing service. In our business, there will be five persons who leads the main departments and each of those person expertise in the field of that segment of department thus it is can aid for the business to run smoothly. Those five persons also a partners to the business which every person contribute their capital since this business established in the form of partnership. We have provide a specific location for our business operation that is suitable to attract more consumer and gives a more contact efficient to our potential user or consumer to gives our service a try. We have fully analyse our business and provide a strategies by develop our business plan and provide a budget for main department in order to encounter any possibility that occur when the business start run. Our business will success and can compete with an existing business.