



اَوْنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
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MARA

# FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

## BUSINESS PLAN

### CAR VACAY SDN BHD

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## FUTURE PROSPECTS OF THE BUSINESS

There are also some of the future prospects that can be identified in the business. It can be seen as follows:

- i. More varieties of services
- ii. High complementarities between other competitors
- iii. To gain a profit and expand our business
- iv. To increase economy growth in tourism sector.

## 2.1 INTRODUCTION

Marketing can be defined as a “satisfying needs and wants through an exchange process”. In addition, marketing also can be defined as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizations objectives. One famous marketing expert called marketing as the creation and delivery of standards of living. Marketing is one most important part in running up a business. Without a suitable marketing plan, business may never achieve its goals and resources such as money, energy and time can be wasted.

Marketing is a key part of business success and we must use marketing plan as a basis for executing marketing strategy. A marketing plan sets out to clear objectives and lists the action that can help us to achieve our target. From the definition of marketing itself, it will not guarantee sales, but a well research and coherent marketing plan will give entrepreneurs a much better chance of building long-term, profitable relationships in the business. So the task of marketing department of Car Vacay is to fulfil our customer's needs, try to solve the problems effectively if it occurred in our business. At the same time we want to achieve the targeted profits. A lack of understanding of the marketing concept can result in poorly developed product that fails to meet the customer's needs and wants. This can hamper marketing efforts and affect our sales performance, overall business expansion and progress. Products differentiation provides our business a longer lasting competitive advantage. The durability of the strategy tends to make it more attract. In our business, we are introducing our service, which has been produced before and until now at foreign country such as Japan and China. We produce the service that provide the transportation with different vacation packages that fully completely the needs and necessary for the customer. The equipment provided that can easily the customer is includes with the space for overnight, cook, shower and many more. In statistic showed that our transportation for vacation which can save the cost of vacation and save the time as well is one of targeted service that everybody are looking for nowadays and we take the advantage of that by innovatively produced a better service, and difference kind of every 4 packages of vacation such as family and partner holiday, student study trip and tourists. Most Malaysian and outsiders love trying and making new kind of vacation and travel and make our service of Car Vacay is definitely worth for them.



## OBJECTIVE

- To introduce our services to our customers
- To increase our profits yearly
- To ensure customers are satisfied with our service
- To ensure customers will use our service repeatedly

## **2.2 SERVICE DESCRIPTION**

The service that we produce is based on the transportation to travel and vacation package we provide. We provide four types of packages which are family and partner package, tourist and study trip package. The customer will choose within this four packages according to their choices. We provide different interior design inside our Car Vacay for every package that suitable with their choice. We will ensure to make service is suitable to the customer and will be able to make the customer satisfy.

## **2.3 TARGET MARKET**

To ensure that marketing effort fulfil customers' expectation as well as bring profits, we have took a few steps to identify a selected group of customers. This is to ensure that the marketing efforts taken are within our scope and capabilities of our business. Target market can be defined as the group of customers with needs and wants that can be satisfied by business through supply goods and services. With a clearly defined target audience, it is much easier to determine where and how to market our service. After a lot of discussions and planning, we have a specific target market.

We have segmented our market based on these two factors, which are geographic and demographic. It is the technique that we apply in order to identify our market which greatly helps in deciding our target market, finally our business in a long run. It involves the process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. The objective is to design a marketing