



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

MIDASCOPE CO.

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First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

## ACKNOWLEDGEMENT

We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

### • Purpose

Secondly, we would like to thank to our beloved lecturers, Mr. Mohammad Firdaus Bin Mohamad for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

## PARTNERSHIP BACKGROUND

Thirdly, we would like to thank to our parents for being very supportive in vary way. We also would like to thank our classmate from BM1175A1 for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all. Not to forget, thanks to our roommates for being very helpful, kind and, supportive whenever we feel down and blue.

### • Introduction

Last but not least, we would like to thank to our group partner which are Jasrizal Bin Jimon, Mohd Ashqameel Bin Abu, Russell Joshua Kawanding for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

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- Schedule of Task Responsibilities
- Schedule of Remuneration
- List of Equipments
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## **MARKETING PLAN**

## EXECUTIVE SUMMARY

MIDASCOPE CO. is about selling a product for user easy to use and we located at Inanam Town with a strategic place that all people easy to go.

While we sell a very simple product to make sure customer can save their time. Its yes there can go to any repair shop if their smartphone screen being cracked, but it will take time to arrive to the shop. So, we decide to create a small product for every category of user can use.

Moreover, we are believed that we will bring this product to across the border for make it an international brand, because all people now are busy with their work and maybe their will not enough time to arrange their schedule for non-important things.

We, MIDASCOPE CO. see the opportunity that people will use our product since their will save their time for repair their screen by themself.

- **Date of the Business Commencement:** Our business will begin to operate on 1<sup>st</sup> January 2015.
- **Factors in Selecting the Proposed Business:** We choose this business because it's make High profit and can expand future expectation. Besides that, customer because we sell it with reasonable price.
- **Future Prospects of the Business:** This business has good future prospects. It is because it has highly demand because we are preparing new and unique services and it differs from others services. In three years in the future, we have always believed that our tuition centre is for everybody in primary school and secondary schools. In addition, we are also planning to expand our wings by opening several branches around Peninsular Malaysia. Plus in six years in the future, our next goal is to have our own building. There will be more extension services provided by our tuition centre.



# Midascope

## INTRODUCTION

- **Name of the Company:** MIDASCOPE CO.

**Logo of the Company:**

- **Nature of Business:** Product



## TARGET MARKET

Target market can be identified as a group of customers that have needs and wants that can be satisfied by products and services supplied by the business.

For target market, we are focusing onto selling our offering to *individual customers*; we have identified several types of customers in the market. Basically, we are aiming at major groups which are people who have no time to repair their phone at shop.

This is exactly why we decided to open up our first company in Inanam Town, Kota Kinabalu area. This is because, the majority of population in Kota Kinabalu is busy with their work especially a business person who can't do their work if their phone have a problem.



# Midascope

## COMPETITORS

## MARKET SIZE