



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

AM1105A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

NARS X co.

PRODUCT NAME

NARS X FISHING ROD

PREPARED FOR:

DR. HASNIZAWATI HASHIM

PREPARED BY:

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DATE OF SUBMISSION

22th JANUARY 2021

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

22th January 2021

Dr. Hasnizawati Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Dr,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**NARS X co. –NARSX FISHING ROD**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....*sulaiman*.....

NARS X co.
General Manager

EXECUTIVE SUMMARY

This business plan will introduce NARS X co. which is commonly focused on higher-end fishing rods with new technology that will make customers stunned with our product. This puts the emphasis on truly buying local, a rapidly growing trend in upscale and middle income alike. NARS X co. is a small business enterprise who sells modern fishing rod located in Kuala Terengganu, Terengganu, Malaysia. A types of our business is partnership and was formed on 1st January 2021. The reason why we decide to do a business of modern fishing rod are because our main activity of business is fishing tools products and our target customer such fisherman and people who loves to go fishing wanted or demanding something new about their fishing rod, That's give NARS X co. come out with the idea by transforming the traditional or normal fishing rod to modern fishing rod. Name of our product was NARS X Fishing Rod. The fishing rod we transform using high quality materials for the rod and adding some LED light and the bell on it so it will be much easier for fisherman to see while fishing during night and notice the fish when it comes.

NARS X co. will offer our target market sustainable and carefully curated products such as modern fishing rods. We will be a practical choice for local people by carrying necessities and by performing needed products for fishing activities. We will draw from the surrounding areas as well by functioning as a unique fishing shop destination, where we will give out our best services to customers so they will experience excellent customer experience.

In our business, there are 5 managers in our business namely General Manager, Administration Manager, Marketing Manager, Operational Manager and lastly Financial Manager. Each manager has their own roles and responsibilities to make sure our business runs smoothly in the future without having any problems.

1. Business Background

Table 1.0 Business Background

Name of the Business	NARS X CORPORATION
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Fishing tools product
Date of Commencement	1st December 2020
Date of Registration	1st January 2021
Registration Number	202001000005 (1312525-A)
Name of Bank	Bank Islam
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

To become the anglers 1st choices across the globe

1.1.2 Mission

Bring innovation and inspiration to the people in exploring best experience in fishing with smile