



UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
GREENEARTH RIDER ENTERPRISE

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MATSALASON BIN BITIH

GENERAL MANAGER

GREENEARTH RIDER

1.0 INTRODUCTION SUMMARY

The name of our business is GreenEarth Rider (Bicycle Rent Services). We purposely choose this business as the name of our company because we want to add some of necessary in certain area especially for the students and also can for all society in that particular area. The idea to come up with this business was originated from one partners in our group which is Harry as a familiar with this kind of business. So, to fulfill the requirement we are providing many types of bicycle from our external supplier which are mountain bike, BMX and sport bicycle (Sprinter). The market for this business is doing great in Kota Kinabalu area which is Jalan Sepanggar because the population is suitable from time to time.

Our GreenEarth Rider (Bicycle Rent) will be located at UA Jalan Sulaman (King Fisher), which is situated in Sepanggar. We have found that this area is suitable for our business. Besides that, our location is balance. The shop that we choose can be easily seen from the road which is an advantages for our business to be known. There are also plenty of amenities in this area for the benefit of our business and our customers.

The target market of our business can be categories into two which is residents of UA 1, UA 2, Indah Permai, Alam Mesra, Seri Maju, Bukit Sepanggar and Kingfisher Sulaman where these people has some time to spent for recreational activity, who wants to learn or practise cycling, and an environmentalist. The other category is IPTA student especially UMS and ILP. The purpose of building up this business is to provide an activities to the people as a facilities for them to go in everywhere.

1.1 EXECUTIVE SUMMARY

Fundamentals of entrepreneurship as a part of our course subject is designed to provide students with knowledge and exposure in the field of small business and entrepreneurship as well as introducing students with some of the basics techniques and tools that can be used by entrepreneurs in managing their business. Apart from that, this course will guide us in facing many challenging but rewarding career in the future which are not only theoretical but conceptual aspects of entrepreneurship and the crucial hands-on knowledge that will facilitate our understanding of entrepreneurship.

Our company name is GreenEarth Rider and our business is Bicycle Rent. This business was planned and will be start in the early 2013, with our starting workers, 8 people including us as the main leader of this company.

Our business will be located at UA Jalan Sepanggar Kota Kinabalu. This location was chosen because this place is suitable for students especially when they want to go class. In addition, this business is not only for them to going into the class but they as a customer may rent bicycle for exercising in that particular times.

The characteristics of our business is focusing on the students and can also to all people in order to introduce the bicycle rent which is become the main attraction in that area. For better quality and quantity of the rental, we are also providing our customer with many tools that save their health, risk and condition during use the bicycle. Our company focus on the customer between cost of marketing.

Our vision is to be well known in providing and marketing of bicycle rent among the student. Furthermore, our mission is to be committed and excellence in providing our services in form of healthy life style and support campaign green earth in Malaysia.