



اَوْبَهُوْ رَسِيْتِي تِي كُوْلُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

IT-PC Enterprise

PREPARED FOR:

ROZIEANA BINTI A. HALID @ KHALID

PREPARED BY:

MUHAMMAD HAIQAL HAKIMI BIN MOHD ROZMAN 2018293606

LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
Faculty of Computer and Mathematical Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

10 July 2020

Madam Rozieana A.Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**IT-PC Enterprise**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

haiqal

.....
MUHAMMAD HAIQAL HAKIMI BIN MOHD ROZMAN
General Manager

ACKNOWLEDGEMENT

In the name of “Allah”, the most beneficent and merciful who gave us strength and knowledge to complete this assignment. This assignment is a part of our course “FUNDAMENTALS OF ENTREPRENEURSHIP”. This has proved to be a great experience for us and we had to thank those who deserve our greatest gratitude in performing this assignment.

I would like to extend to our sincere thank to my lecturer Madam Rozieana A.Halid @ Khalid who gave us guidance and constant supervision to fulfil my assignment. I thank her for her overall support and never-ending kindness. She have given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan.

Finally, I also thankful to everyone who supported us directly and indirectly in developing this assignment. They gave us many helpful comments which helped us a lot in preparing this assignment, for that we have completed our report effectively and moreover on time.

TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENTS	4
EXECUTIVE SUMMARY	6
1. Introduction	7
1.1. Name of the Business	7
1.2. Location of the business.....	7
1.3. Date of business commencement	7
1.4. Future prospects of the business.....	7
2. Purpose of preparing the business plan	7
2.1. To evaluate the project viability and growth potential.....	7
2.2. To apply for loans or financing facilities from the relevant financial institutions	7
2.3. To act as a guideline for the management of the proposed business	7
2.4. To allocate business resources effectively.....	7
2.5. To provide a road map	7
2.6. To understand what to focus on.....	7
3. Business Background	8
3.1. Vision and Mission	8
3.2. Organizational Chart	9
3.3. Logo and Motto.....	9
4 Background of Partnership	10
4.1 General Manager	10
4.2 Administration Manager	10
4.3 Marketing Manager	11
4.4 Operation Manager	11
4.5 Financial Manager.....	12
5. Location of Business	13
5.1. Physical location of the project.....	13
5.2. Advantage of location in helping business to achieve objectives	13
6 Marketing Plan	14
6.1 Introduction	14
6.2 Description of products.....	14
6.3 Target market	15
6.4 Market size	16
6.5 Competitors	17
6.6 Market Share	17
6.6.1 Market share before the entry of <i>your business</i>.....	17
6.6.2 Adjusted market share after the entry of <i>your business</i>.....	18
6.7 Sales forecast	19
6.8 Marketing Budget.....	20
7 Operational Plan.....	21
7.1 Introduction	21

EXECUTIVE SUMMARY

IT-PC Enterprise is a company that provide service in repairing, troubleshooting computer and building personal computer for customers as well as selling computer's parts and accessories. IT-PC Enterprise is located in Digital Mall Section 14 and the target market is located in Petaling Jaya.

The management of IT-PC Enterprise consists of 5 main workers and 3 general workers. The lineup consists of general manager, administration manager, marketing manager, operation manager, financial manager and assisted by 3 general workers. Our managers is an expert in their respective profession.

For marketing, our target market are identified as students, employees, streamer, professional gamer, and computer enthusiast. Even with a modest marketing team, we are going to aim high and make use of whatever opportunities we can get. We are committed and we would like to see our image grow through our very own website, social median and business card.

In operation, IT-PC has 3 general workers that responsible for assembling computer parts and troubleshoot any computer's problem. The computer itself is assembled through it main components such as processor, ram, power supply, storage devices, graphic cards and other else. IT-PC Enterprise's business hour operates for 10 hours per day from 11 a.m. to 9 p.m. with working days of 7 days per week.

As a conclusion, IT-PC Enterprise is one of the perfect business to be carried out as it has big opportunity regarding the advancement of information technology worldwide.