



FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN COMPUTER SCIENCE(CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

RODONG KOI TECH SDN. BHD.

PREPARED FOR:

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PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Computer Science(CS110)
Faculty of Computer Science and Mathematics
Universiti Teknologi MARA Cawangan Pahang
Kampus Raub
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8 JULY 2020

Madam Rozieana binti A. Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Cawangan Pahang
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26700 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Here it is the attachment of the business plan title “**RODONG KOI TECH SDN. BHD.**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



MUHAMAD IQMAL HAKIM BIN MOHD JAIS
General Manager,
Rodong Koi Tech Sdn. Bhd.

ACKNOWLEDGEMENT

Rodong Koi Tech Sdn. Bhd. is a computer store that inspired by the most popular IT store in Malaysia, Racun Tech Sdn. Bhd.. So, I would like to give an appreciation and thanked to them who gives me an inspiration to ease me to prepare this project.

A big appreciation and thanks to my lecturers, Madam Rozieana binti A. Halid @ Khalid by giving us a guideline to prepare this project. The technique and guidelines that she use to prepare the project are very interesting and easily to understand. She also gives a positive spirit to us to perform the ENT300 subject.

Also, special thanks to my friends and my family for giving me an encourage and support to perform well on this subject. I hope that I can manage this business well according to the business plan after finished the diploma session soon.

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EXECUTIVE SUMMARY

Rodong Koi Tech Sdn. Bhd. is a computer store that trades an IT gadgets item such as personal computers, high-end computer hardware, computer software and peripherals. The company encourage customer to gain an information about the gadget and perform the satisfication of the customer about the services and promotional technique besides to become the most popular IT store in Malaysia based on it's services and promotion at 2024. The location to start the business is at Muadzam Shah, Pahang and will start the business in the end of the 2020. With the slogan "Sahabat Gedung IT Anda" in Malay which means "Your IT Store's Sidekick", the company will encourage customer to the new era of IT hardware as their best friend.