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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**DIPLOMA IN COMPUTER SCIENCE AND MATHEMATICS (CS110)**

**CS110 4A**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**GIGSPEED**

**ONE GIG**

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**2018446854**



## ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code of ENT300. All of our group partners were accepting this as a challenge to ourselves because it developed our passion and ability in creating new ideas on business field. For the prospect of business, we were taking an advantage on developing this business plan to practice our ability and interests in different way instead of thinking and memorizing theory and facts inside the classes.

In addition, this business plan helps us on encouraging our efforts on becoming and educative and succeed in the business field. Special thanks to our parents for giving us the financial support in completing this business plan. The business plan has been prepared with the cooperation and support of many people. Furthermore, not to be forgotten to our dedicated lectures Madam Rozieana Binti A. Halid for her kindness in helping us during the process of completion this work project. She has provided us with good services by giving us useful information on business plan development.

Besides, we are not able to complete all of these things without this great people. We have met so many people on interviewing about these ideas and services as well as expanding our internal skills to deal with people who are working in industries. We manage to become more organized and mature in dealing with problems that occurred during our research. As a result, we have produced our own business plan which covers organization, marketing, operations, financial and other information needed by an entrepreneur as a guideline to start a new business.

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## EXECUTIVE SUMMARY

GIGSPEED has been established in 2020. For our main business, we have decided to sell a variety of Internet Packages. This is because nowadays people or organizations tend to find fast speeds at a reasonable price based on their budget. So we are trying to make the combination of fast speeds and affordable pricing for each level of budget. For the target market, we target organizations such as schools, universities and cyber cafes. This is because, not every company can afford fast Internet especially the ones with a low income. So we wanted to make public networks very efficient for them to ensure that even the low income organizations can experience extremely fast Internet speeds. For the competitive advantages, there are many competitors that have been operated such as iFiber, TIME, Celcom and Google Fiber. So all these competitors have their own strengths that make them more experience. For example, some of these companies try to extend their businesses overseas. But, they have their own weakness that to be take note in doing the business. For example, in determined the price.