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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

INTERSTELLAR GAMECO.

GAMING PRODUCTION

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LETTER OF SUBMISSION

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26 JUNE 2020

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **“INTERSTELLAR GAMECO – GAME PRODUCTION”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
Aleessya Almaz binti Razali
General Manager

ACKNOWLEDGEMENT

First of all, I would like to thank my family and friends for encouraging me to set up a business plan for my own game development company which is Interstellar GameCo. This success is the result of my co-workers and also the management team's work.

This business is supposed to teach us how to build, manage and handle the business together. Thus, this business plan is the first step to be a successful entrepreneur. To complete this business plan, there are many people who share their own ideas, information, guidelines and comments about my business plan.

I also want to thank my lecturer, Madam Rozieana binti A. Khalid @ Halid for giving me the knowledge and also advice on how to set up a business plan for the future. I hope that I can be a successful entrepreneur one day.

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EXECUTIVE SUMMARY

Since 1970, the game industry has been growing a lot. The industry had overtaken other industry with arcade since long ago. That is why, I want to set up my own game company so that I'll be able to create an exciting game that people will play. As the year goes by, the amount of people that play games also increase regardless of their age. Therefore I came up with an idea to set up a game development company so that people would buy and enjoy playing it without ever getting bored.

To develop a game, we would need a worker that is good with drawing or creating the characters, that know hows to program a game and also knows how to market the complete game. The management must also has a good relationship between the employess and customer.

Game industry is growing every year as the populations also increase per year. We could see a lot of game company slowly opening in this country. That is why I want to open a game development company in order to compete with other game company or create a partnership with them.