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FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

PCASTLE

COMPUTER HARDWARES

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LETTER OF SUBMISSION

Diploma in Computer and Mathematical Science (CS110)
Universiti Teknologi MARA Cawangan Pahang
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **"Pcastle Enterprise – Computer Hardwares** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

(MUHAMMAD EZZUAN BIN AZIZON)
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, I am so grateful to Allah SWT for the completion of this Business Plan as one tof the requirement that need to be accomplish in the course work assessment for the subject code ENT300.

Special thanks to my parents in supporting me to complete this business plan. This business plan has been completed with the supports and cooperation from many people. Then, I am very thankful to my lecturer, Madam Rozieana binti A Halid @ Khalid in helping me during the process of completion of this project even through the pandemic season. She has given me a clear guidance by providing and explaining the informations.

Through these problems I manage to become more organize and systematic in dealing with the problems that occur during my research such as online class and pandemic season. The business plan covered the organization, marketing, operation, financial and training plan needed by a new entrepreneur to start the business.

Last but not least, for everyone who involved and contributed directly or indurectly to this business plan, I am a very grateful to them for the effort and initiative that they have shown in my project until I completed my business plan. I hope this business plan report can give me a bit about entrepreneurship would and fact about how to become a successful entrepreneur in the future.

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EXECUTIVE SUMMARY

PCastle Enterprise is a new corporation and it based on sole proprietorship-based form of business which is going to start up a retail computer hardwares store .PCastle was established on 3rd of January 2020 . PCastle main management are marketing management, operation management, administration and financial management with a manager each. The business capital is amounted to RM 240,000 and RM 10,000 borrowed from the bank for operations.

PCastle Enterprise as retailer sell hardware of types of computer hardwares includes internal hardwares and external hardwares. PCastle foces on selling products from several popular brands like Nvidia, AMD, Armageddon and Kingston. The main purpose PCastle choose these product to reach customer who are looking for computer hardware that meet their requirements.

PCastle office and store located at Platinum Walk Danau Kota, Setapak Kuala Lumpur. Setapak population for 2020 is about 76,247 where the company target 9.6% of the target size interest to our products. PCastle target customers who desired to buy its product mostly from gamers, men, and average customers' age from 18 to 30 years old.

In summary, hope of PCastle Enterprise is to be the best chosen computer hardwares retail store and known as popular company that offers amazing products and services. Besides, the company believe that the products sales will rise annually as people's populace number is increase . In a addition , PCastle Enterprise hope that it will expand its business to several branches in Malaysia and look forward to build a e-commerce store in the future