



اُنْدِيْفُ مَرْسِيْ اِتِيْكُوْ لُوْ كُنِيْ فَاِمْرًا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

Library Drive thru

Prepared by:

No.	Name	Student ID
1.	Akmal Haziq Bin Yunus	2019223854
2.	Muhammad Al Rashidi bin Mohd Zafi	2019242756
3.	Abdul Azim bin Mustapa Kamal	2019409198
4.	Mohamed Amir 'Izzuddin bin Zakaria	2019288508

Class:

EC1104M

Prepared for:

Madam Ilyani bt Azer

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

25 MAY 2021

Madam Ilyani bt Azer
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)

Attached is the business plan title “**HASA LIBRO – DRIVE THRU LIBRARY**” to fulfil the requirements as needed by university requirements.

Thank you,

Yours sincerely

AKMAL HAZIQ BIN YUNUS
General Manager of HASA LIBRO

ACKNOWLEDGEMENT

We would like to express our gratitude towards our dear lecturer, Madam Ilyana binti Azer who delivered her lectures clearly in order to make sure we understand the social psychological concepts and are able to apply them in our daily life. Madam Ilyana had briefed us about the assignments earlier to make sure we are well prepared for it. Besides, she was also attentive and willing to help and guide us throughout the process. Without her constant supervision and guidance, this assignment would be impossible to achieve.

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Executive Summary

The following is a proposal for our business plan, HaSa Libro, where we will be providing a service that allows our customers to borrow and to return books easily. A driveway will be prepared so that customers can come and go in a short duration of time. With this, customers can donate old books to us easily as it's only a drive away. It's no mystery why most people don't donate their old books. Most of them just throw them away because currently the process to donate books takes a long time. But with our service this will certainly shorten the duration. The books that are donated will of course be restored first before being released to the public. Customers can also come into the library to choose their own books as some people are not in a rush.

This business is set to be built in Kuantan, Pahang, where the population of people is much more dense than rural areas. This can help with achieving the targeted number of customers. The area in which we plan to construct our company is near Kolej Vokasional Kuantan. This area is ideal as it is also surrounded by many schools and institutions. Making it easier for them to reach out to us. Of course, before choosing this area, we researched and analysed this area for its potential. It has occurred to us that choosing this location is a good choice because it is far away from any public libraries, which might be considered as competition in our business line. But with competition we can set them as benchmarks that we need to overcome and can be seen as an incentive for us to excel, thereby fostering innovation, diversity of supplies and setting attractive prices for customers. This kind of competition thus can stimulate growth and generate substantial benefits for the community. The said competitors are, Perbadanan Perpustakaan Awam Pahang, Perpustakaan Desa Indera Mahkota, and WUC E- Library. Research is also done on ways to satisfy our customers' needs and wants. This is done to ensure our ability to compete with the other libraries. It has become our objective to be different from them, thus generating the said idea of a drive-through library.

The HaSa Libro company aims to be a global company, where we hope to have branches all around the world. Especially all over our beloved country, Malaysia. We tend to target customers who are still in their studies, or even reading enthusiasts, which are people who love to read. With this company established, we can forever change the reading hobby to be a more accessible hobby for more Malaysians. That being said, the calculated capital to start our business is around RM500,000.00. This will roughly cover all the cost of facilities needed including computers, speakers, storage shelves, and book-care items, a screen for customers to interact with at the driveway and many more. This business will be managed by 5 personnel,