



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN CIVIL ENGINEERING

EC110 4N

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

DSR EXPRESS



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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**DSR EXPRESS**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Muhammad Nazrin Syafie Bin Baharin
Muhammad Ammar Bin Abu Bakar

Thank you,

Yours sincerely

Muhammad Ridzuan Bin Mohd Rashid
General Manager

ACKNOWLEDGEMENT

We had like to express our gratitude to our parents for their help in completing our business plan. Throughout the process of producing this business plan, we received support and collaboration from a variety of persons, either directly or indirectly. Furthermore, we are fortunate to have Madam Ilyani Binti Azer as our instructor, who will severely advise and urge us to push ourselves and set greater goals. She has inspired us to think further and do not settle for regular and mainstream ideas. Without her guidance, we would surely be overwhelmed with the stress of finishing this project.

We have truly gotten more structured and mature after successfully overcoming the obstacles we encountered while completing this business plan. This endeavour has taught us a lot of valuable lessons that we will undoubtedly apply in the future. Overall, this business plan covers organization, marketing, operation, financial and training plan or any other information that is needed by new entrepreneur to start a business.

TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	4
TABLE OF CONTENT	6
EXECUTIVE SUMMARY	10
1 INTRODUCTION	12
1.1 Name of Business	13
1.2 Nature of Business	13
1.3 Industry Profile	13
1.4 Location of the Business	13
1.5 Date of Business Commencement	13
2 PURPOSE	14
2.1 To Evaluate the Project Viability and Growth Potential	15
2.2 To Apply for Loans or Financing Form the Relevant Financial Institution	15
2.3 To Act as Guideline for The Management of the Proposed Business	16
2.4 To Allocate Business Plan Resources Effectively	16
3 BUSINESS BACKGROUND	17
3.1 Vision and Mission	18
3.2 Organizational Chart	19
3.3 Logo and Motto	20
4 LOCATION OF BUSINESS	21
4.1 Physical Location of the Project	22
4.2 Advantage of Location in Helping Business to Achieve Objectives	23
5 BACKGROUND OF PARTNERSHIPS	24
6 MARKETING PLAN	28
6.1 Introduction (Marketing Objectives)	29
6.2 Description of products	30
6.3 Target Market	30
6.4 Market Size	32
6.5 Competitors	32

EXECUTIVE SUMMARY

This business is established by 3 dedicated and ambitious individuals which hold important positions consist of General Manager, Administration Manager, and Operational Manager .

To ensure that our service is of high quality and that our targeted clients receive a variety of products, we conducted a thorough and well-thought-out analysis. We expected to grow revenues in the first year of operation with more than one location because we have new and modern concepts as a major part of our business. There are a lot of delivery firms out there right now, but none of them do what we do. Our services offers delivery that focuses on rural areas especially for elderly and disabled. In addition, our services are not only focused on food and purchases through the platform but it also covers items that can be found in the market as well as medicines.

Furthermore, our site is in a highly attractive and strategic location, as it is situated between the city road and the village area at No 19&18 Jalan Damai, Taman Damai, 42700, Selangor. The rural community in this area has access to this location. In the first year of our operation, we target a variety of local people as possible customers.

According to a review of our competitors, we will face two or more firms that provide delivery services within a 10-mile radius of our premise location. Their enterprises will pose a challenge to ours because they have been in operation for years and have amassed a large number of devoted customers as a result. However, we believe that with our determination, consistency, high-quality services, and reasonable price, we will be successful.

We anticipate that our business will grow in the near future as a result of our innovation on existing delivery services, which will not only appeal to individuals but will also become a need due to the pandemic.