

MARA UNIVERSITY OF TECHNOLOGY
FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR300)

GLOBAL TECH ENTERPRISE

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EXECUTIVE SUMMARY

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- Associate Professor Mat Yasin our ETR300 lecturer
- Miss Habibun Nisa our beloved tutor
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- Private Institutions (SESB, Bank Bumiputera Commerce, Telekom Malaysia)
- Government Departments (Jabatan Bomba, Air, DBKK, KWSP, SOCSO)

For who had given not just only a guideline, but also some spirit and encouragement. We are really appreciating that.

The reasons why we choose this business because we think this business is new in our country and has potential to be developed. We want to be the pioneer in the market of this business.

However, we are very thankful to take ETR 300 course because it is a very worth it, and cannot to be measured by any other things. It is very useful for us to survive in the future world (in the business arena). So now, whatever it takes, we will stand for the Business Plan together.


(RAJA MUHD. REZZA BIN RAJA ROZMI)

General Manager,

GLOBAL Tech



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1.0 INTRODUCTION

Our Business Plan focuses to the establishment of GLOBAL Tech that sells the navigation Global Positioning System devices, also known as GPS. In our business, we will focus on:

Thus, for all the things that is stated above, we really hope that our

- quality of the product and services accepted in the market.
- costumer's satisfactions
- costumer's conveniences

The customer may use GPS for various purposes such as:

- touring and exploring
- navigation
- security
- business
- personal safety

From our view, we believe that this business has potential to be developed accordance to the advantages of using the GPS devices:

- People can travel faster and with confidence in poor condition.
- It can help navigation in case a person lost his way
- It can assist in cases of kidnapping and car theft

It should be viewed as a complementary tool and used in conjunction with traditional methods like map and compass. Some people have spent a lot of times to master their skills only to see a tool come along that beginner more accuracy in plotting a position than could ever be achieve with traditional tools.