



**MARA UNIVERSITY OF TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)**

**“MEGACINEMAX”**

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## 1.0 EXECUTIVE SUMMARY

In the modern era, there are several of business exist in this world especially in Malaysia. Usually the entrepreneurs involved in the business that produce product or provide service. However, it is belongs to entrepreneurs to decide types of business that they use. The entrepreneurs must make a effective and efficient decision to ensure the business is operate smoothly. Each business may give profit or loss to the entrepreneurs but it belongs to the way that entrepreneurs manage their business. Usually the motive of entrepreneurs open a business is to gain maximum profit.

According to the circumstances of the economic and total of service that exist now in Kota Kinabalu , Sabah, our group had choose to involve in servicing industries. The name of our business is Megacinemax. We provide the movie watching service at one Borneo Hypermall shopping complex. This kin of business have good opportunity to gain profit and contribute to the economic development of our country. The cinema business is profitable because according to our survey the demand for cinema is high. From the survey we had decide to establish Megacinemax at the One Borneo Hypermall and we rent half of the 3<sup>rd</sup> floors in the one borneo hypermall to open the cinema.

Our target market in this business is the university student (UMS, UiTM, Polytechnic, ILP) which we estimate the population of student in UMS is 15000, UiTM is 3000, Polytechnic is 4000 and ILP is 2000. Moreover our target market also is the resident in Indah Permai, kingfisher and resident around the Sepanggar area. Our target market also is dividing into 3 level of age which is Adults, teenagers and children.