

UNIVERSITI TEKNOLOGI MARA (UiTM)
KOTA KINABALU CAMPUS

ENTREPRENEURIAL STUDIES
(ETR 300)

ONE STOP FOR COMIC CENTRE

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PREFACE

Firstly, we being grateful with Allah S.W.T because with him bless and help, lastly we can make and finished this business plan with our work hard and co-operation and help from other people that involve in making this business plan.

We would like to give our appreciation to UiTM – MEDEC because give this opportunity to do this business plan. It is good for the students especially for us as our great experience and teach us how to be an entrepreneur and how to manage and control our business properly.

Our thanks also to our tutors Prof. Madya Matyasin Jamil and Madam Norsatriyani Zaini with they dedication, instruction and attention in solve and teach us a problem with our business plan. They are also where never give up to us whether we have make a lot of mistakes. We also not forgotten to Tai Yang Enterprise for give us a lot of information and ready to help us every time if we need about our business.

Finally, we once again would like to thanks to everyone who helps us to do our business plan with no reward ness. We feel sorry if we had a mistake in making this business plan, and we will take notes of all this problems. Thank you. Wassalam.

1.0 INTRODUCTION. BINARY OR BUSINESS OVERVIEW.

Our business name is **One Stop for Comics Centre**. We are selling comics, magazines and rent comics also, the comics that can be found here are from different countries and different languages for Comics fans to choose, plus there are more interactive that provided such as spaces for customer to relax while reading their comics.

We are providing new concept, where customer can listen to mp3 and served some snacks and beverages while reading comics at our reading corner provided. This way, the Comics fan can pick their own comfort in reading those comics.

Targeted market or customers are people with range between from age 5- 25 years, especially the Die-hard fan for comics.

This is therefore encouraging them in readings comics as new hobbies than hanging around with nothing to do, indirectly.