

UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

N STAR COMPANY

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N'Star gift shop

1.1 EXECUTIVE SUMMARY

Sabah is a developing State in term of industry and commercial. Throughout the year, Sabah have become more famous all over the world because of its landmarks and its natural attraction.

This have made Sabah to become one of the most visited places in Malaysia by people from all over the world. Our gift shop provides gifts as a memories for the tourist who visited Sabah and also the gift can function as a tube to increase the self-awareness on saving money among the people.

1.0 INTRODUCTION

The name of our business is N-STAR Gift Shop™. The reason why we named of our company that because, first, each letter in the word n-star represent each person that work in the company. Also, the name itself is pretty catchy and that itself may attract customer to our shops. This is how we get the idea to start our business on creating creative and unique gifts for our customer. As we all know, tourist often would take souvenir home with them at the end of their vacation from Sabah. It doesn't matter what kind of gift it was, weather it is a keychain, a vase or something else, it will always be taken as a souvenir for the tourist. But this past few years, we see that most people have to compete to have their stuff buy the tourist because the things that they sell are almost the same. So, we decided on making some handmade craft that is unique and creative that other gift shop in order to attract the tourist on our gift. We foresee a very good business market for this business at 1 borneo, which is located at Alam Mesra, Sepanggar.

Our business will be situated at 1 Borneo, which is situated in Alam Mesra, Sepanggar. We have found that this area is very suitable for our business as the economic development is increasing rapidly with lots of parking spaces. The shop that we have selected can be easily seen from the main road which is an advantage for our business to be known. There are also plenty of amenities in this area for the benefit of our business and our customers.

The market target of our business are the people from all ages especially the tourist who are people from out of Malaysia and local citizen that are from outside Sabah. We will also try to expand our business all over Sabah and throughout the world.