



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
WORLD OF HANS

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1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION

People pride themselves on owning beautiful landscapes in their businesses or companies. However, after spending a lot of money to create the beautiful image, many of these people have problems maintaining the picture. What they need is assurance in terms of trust and competence to leave their lawns or yards in the hands of people trained to take care of such things. We can help them to overcome this problem by helping them to manage the upkeep of the design.

Many beautiful places that have so much history and potential for more are not well-maintained. The grass is left too long. The shrubs are wild and overgrown. The overall feeling that we get watching these places is sadness that something is left abandoned. What can be done is hiring people who are certified to take care of these gardens and lawns. We can provide the service to keep and preserve these places. Our company, WORLD OF HANS, will be operating in the popular area at Alamesra. Our clients are companies requiring maintenance services for landscapes or lawns.

The landscaping business has been thriving ever since people have started owning homes with lawns where they decorate them with ornamental plants and trees as well as build artificial fountains and lakes. The landscaping business is becoming a bigger industry as people have started to follow the trend of owning beautiful landscapes to compete with each other. However, what we found was that these landscapes are not well-maintained. This made us aware that a business of maintaining landscapes can be a good one. We aim for companies and institutions rather than home owners as we feel that we can do so much more with these types of clients.