

UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SUNSHINE GLASSES STAR

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EXECUTIVE SUMMARY

This is our business, named Sunshine Glasses Star. The profile of this business is about product glasses. Sunshine Glasses Star are one of the main attractive places that we provide many types of glasses and have high quality that we get supply from outside.

From the administration angle, this business is governed by three well-experienced managers. It is also known that our office is fully equipped by state of the art equipment in order to complete our jobs.

In addition, from the operational point of view, the equipment required to conduct all the operated to produce more high quality product in order to satisfied our customer and in order to complete our jobs.

In the marketing segment of this business, there are several competitors that are long existed in the market, but we will try the best to compete with them. In terms of sales, we can predict many people, including local and foreign tourists, come to our shop. Hence, we can generate lots of revenues. In order to achieve that, we will conduct several marketing strategies.

In terms of financial, this business can be proven profitable and growing. The financial analysis in the later section of this business plan shows the forecasted financial performance overall.

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Thank You.