

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
LADIES EXPRESS SDN BHD

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EXECUTIVE SUMMARY

Ladies Express is company that offers a public transportation services specifically for women and children. Our services are in a form of busses that travels from Putatan to Kota Kinabalu and from Kinabalu to Sepanggar. We mainly focus our service in areas that is around higher institution congested areas. Our office is located at Jalan Alamesra, Kota Kinabalu, 56066, Sabah.

Even though there are lot of public transportation services offered nowadays, we are positive that our company will be able to attract more customers. Unlike the public transportation service offered today, our service is only offered to women and children.

Moreover, this type of service is have yet offered here in Sabah and even Malaysia thus we are confident that we will be able to gain market share as we do not have many competitors yet. We are determine to provide the most comfortable and reliable service to our customers. The main objective for this production of this service is to help to decrease social problems that involve women and children.

We are optimist that this service has the potential of success provided that it is handled efficiently.