



اَوْنِبُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

**COURSE AND COURSE CODE:** ENT 300 – FUNDAMENTAL OF  
ENTREPRENEURSHIP

**GROUP:** KBA1115C

**GROUP MEMBERS:** MUHAMMAD AKIF AFIF BIN AZMAN (2017246352)

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NUR SYAHIRAH NASUHA BINTI MOHD NAZRI (2017239672)

NURUL ATIKAH BINTI ABDUL AZIZ (2917272298)

NURUL SYAHIRAH BINTI SAIDIN (2017267744)

**LECTURER'S NAME:** SIR MOHD NAJMIE BIN OSMAN

## Chapter 1 Introduction

### 1.1 Introduction of The Business

Name of the business	: Dream 'n' Go Enterprise
Nature of business	: Health Care
Industry profile	: Our main activity is to supply sleeping pod at several places in UiTM Kedah such as library and faculty building. We targeting the student of UiTM Kedah that stay outside and far from the class location. And suggestion price is RM5 per 15 minutes.
Business location	: Kampung Mata Hari Naik, 08100 Bedong, Kedah
Date of commencement	: 10 <sup>th</sup> September 2020
Factors in selecting the proposed business	: a) Based on our survey, we found that demand for this product is very high from the UiTM Kedah students. b) There is no other company that provide this kind of service inside Malaysia.
Future prospects of the business	: a) Planning to widen the network by opening many branches at the other location.

b) To supply more of our product to another customer for examples in workplace, school, shopping mall and other.

## 1.2 Purpose of Business Plan

1. To convince relevant parties of the investment potential of the project

To start up a business of course the main thing we need is fund or money as the capital. We can get the fund through a few parties for examples bank, financial institution and also investors. Investors can provide valuable contacts, useful advice and motivation to work harder at growing the business, in addition to providing the funding. Those financial institutions need to see the plan to determine whether the business idea is viable. So, business plan that have good idea and potential of success in the market will attract the investor to invest and also give confidence and trust from the bank in term of taking business loan from them.

2. As a guideline for managing the business

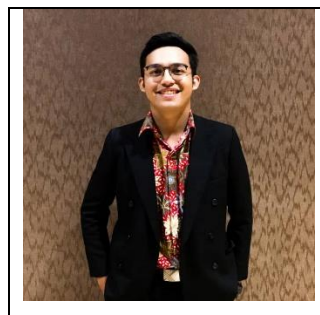
A complete business plan will describe the business well enough that anyone who reading the plan will understand what it is that will be accomplished. In addition, writing the business plan will help the entrepreneur map out the expectations, up to date to the current situation and not misleading from the actual planning.

### 1.3 Business Background

Name of the business	: Dream 'n' Go Enterprise
Business address	: Kampung Mata Hari Naik, 08100 Bedong, Kedah
Correspondence address	: Kampung Mata Hari Naik, 08100 Bedong, Kedah
Website address	: instagram – dreampod
E-mail address	:
Telephone number	:
Fax number	:
Form of business	: Partnership
Main activity	: Trading
Date of commencement	: 10 <sup>th</sup> September 2020
Date of registration	: 1 <sup>st</sup> September 2020
Registration Number	: In Progress
Name of Bank	:
Bank account number	:

## 1.4 Partners Background

### 1.4.1 General Manager



Name : Muhammad Akif Afif Bin Azman  
Identity Card Number : 991205-03-6155  
Permanent Address : 439, Lorong Keranji 4/3, Taman Keranji 3, 09000  
Kulim, Kedah  
Correspondence : 439, Lorong Keranji 4/3, Taman Keranji 3, 09000  
Address : Kulim, Kedah  
Email Address : [akifafif99@gmail.com](mailto:akifafif99@gmail.com)  
Telephone Number : 011-39036817  
Date of Birth : 5<sup>th</sup> December 1999  
Age : 20  
Marital status : Single  
Academic qualification : Diploma in Business Study (Expected graduate 2020)  
Course attended :  
Skills : Punctual, Hardworking and Open minded  
Experience : Worked as a cashier for 3 months at MMBC  
Capital contribution : 5000