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# UNIVERSITI TEKNOLOGI MARA

**FACULTY OF CIVIL ENGINEERING  
(EC110)  
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## **FUNDAMENTALS OF ENTREPRENEURSHIP (ETR 300) BUSINESS PLAN**

**DESA ELECTRIC ENTERPRISE  
(ELECTRICAL AND WIRING SERVICES)**

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## 1.0 EXECUTIVE SUMMARY

DESA Electric Enterprise is partnership companies where the main businesses are provide services for residential area, private developers, and government contractors. This company name is base on shareholder name. We are the only and the first lady owners of Bumiputra company which taken the opportunity to provide the electrical and wiring services. So, we take this initiative to involve in these industries and to compete with other competitors. With these services, the need of electricity of Kedah and Perlis will no longer have to face the disturbance of the electricity breakdown.

The purposes for choosing this business are to response and realize to the government policy for Bumiputra beyond the industry country. This business has a huge potential to improve and one day it will become a strong Bumiputra company. There is less of Bumiputra involvement in various ventures. Due to challenger, four of us are here to grouped together to undertake the opportunity to set-up a firm.

Together with other companies who are providing the similar services, we will take the golden opportunity to challenge and compete by providing the best services among all.

For this objective, DESA Electric Enterprise needs capital of RM 34,000.00. This capital will be used for managing the company. With the confidence of this capital, together with the support of some factors such as good marketing strategies, promotion and others, we believe that we can control the market and become the most wanted company that gives the efficient services.

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