



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

EASY ACCESS BOOKSTORE

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1 APRIL 2011

Miss,

SUBMISSION OF BUSINESS PLAN

As mentioned above, we hereby present our business plan of 'Easy Access Bookstore' for viewing and grading.

2. First of all, we want to thank you for guiding us far by allowing this business plan becomes completed. Thank you for knowledge that you have given to us as well as your support in orders to completing our business plan.

3. We also would like thanks to University Technology Mara (UiTM) management team for giving us a change to learning this course. This course has given us a new experience and guiding the ways to starting a new business. In this course, we learn about how to become a good and successful entrepreneur by understanding the rules and the important thing to become a creative entrepreneur. We realize that it is not easy to become an entrepreneur. However it is a fun activities and good to our experiences.

EXECUTIVE SUMMARY

Easy Access Bookstore is a company that sell and provides books from all range of ages. Our business located at Kota Sentosa whereby Padawan, Bau and Samarahan area is just nearby which is suitable for our marketing strategy.

In this business, we have five shareholder and each of us contribute an individual shares to open this business. The total capital is RM 99,024 and the loan from MARA with amount RM60,000 to start the business. We have books with different range from all ages and a van as our transportation to deliver books. Our business will start on 01 January 2012.

Our target market is especially in Kota Sentosa, Padawan, Bau and Samarahan area because the development and population within this area are rising. This area has schools and institutions where our bookstore can supply books for their references.

We hope we will gain more profit due to our good services and we can fulfil our customer need and demand.

INTRODUCTION

Name of company:

We named our company as Easy Access Bookstore. 'Easy' mean that through books, we can gain knowledge with ease. 'Access' here mean that our bookstore wants to expand our store not just limited to our target area but also we want to access other area and provide with efficient services.

Nature of business:

Set up to provide and deliver books.

Industry Profile:

The population and development in Kota Sentosa, Padawan, Bau and Samarahan area are increasing as the job opportunities increases. Therefore, there are lot of schools and institutions where we will supply our books to them. Some of the student or citizen from any ages for sure will need books as their references or even to keep them busy during their leisure times. We took these opportunities by building our bookstore company so that we can fulfil the demand of our customers providing with excellent services.