



اُنِيُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

MANTAP BOI SERVICE

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In the name of Allah Most Gracious and Most Merciful

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3.0 Executive Summary

This business is based on partnership where it consists of four (4) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. We start this business with the modal is RM46,937. The modal we decide to make a loan from bank and the bank give the low interest. This bank give us loan duration in 7 years to pay back the loan. This company name is Mantap Boi Servicing. We decide to use this name because this name is unique and interesting.

Mantap Boi Services with the tagline is "*we offer home appliance repairing that will make you say 'WOW MANTAP BOI!!!'*" is located at B8-1-9, Block B8 Signature Park, 2 Jalan Teknologi, Kota Damansara 47810 Petaling Jaya, Selangor.

Mantap Boi Service is a company which focuses on the servicing all home appliances. The home appliances is television, washing machine and freezer. This service will be cover at the near with Petaling Jaya and we will provide service pick-up from home to my shop. We will provide service repairing at customer house. We can fix the customer problem at the house because customer can look what we fix there thing and give the satisfaction to the customer.

This company service is different with another company because this company provide the female technician to give the comfortable to the female customer. This company brave to make the different thing because some customer not comfortable with male technician. The different thing make the company sales is increase because many customer contact to ask about the female technician. The feedback from customer is good.

The estimated price from the service is from RM50~RM400. The estimated price for washing machine repairing is RM50~RM250 for minor parts and RM180~RM400 for expensive parts like printed circuit board and latest & inverter models. The estimated price for refrigerator servicing is, in general, RM200~RM400. However, for minor issues such as strange noises or rattling, the price can be as low as RM50~RM100. The estimated price for television is RM60~RM350 generally. The average cost of service for TVs is typically RM210 with RM60 being the lowest and RM350 being the highest.

We hope this business become more successful and give more different thing and give more innovation of the service. We hope this service will be cover at all states in Malaysia because we can give more job opportunities to all people in Malaysia



