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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN JOHOR
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
RHAPSODIC

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First of all, Alhamdulillah and a very thankful to Allah S.W.T. because of his blessing to us and we have completed our business project for ENT 300 successfully.

Nowadays, for entering new areas of perspective after graduates, is important phase to be aware and learned. For the prospect of business, this project plan of business hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educated business people.

We cannot deny that the risks that we have to face, many obstacles and also the problem for us in order to finish up this project. However, from the tolerance and responsibility from each of our members with high effort and plus, advises and encouragement from many parties especially our lecturer, Miss Siti Nordiana Bt Isahak, here now we present this project with success and well completed. In addition, we really appreciate the help from our family and friends in order to complete our project.

Finally, we hope that this business plan would be valuable meaning as a guide to those who want to know how the business working in clearly, correctly and effectively manner of establishment and process management. Thank you.

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EXECUTIVE SUMMARY

Justify

The content of this business plan is about a brand new product that will be manufactured and produced for the community. The product that we will produced is Light Up Bag. Basically, Rhapsodic is a business that based on partnership business which consist of 1 upper manager that is General Manager and 5 Officers which is Administration Officer, Marketing Officer, Operation Officer, Financial Officer and Organizational Officer.

Rhapsodic product offer high quality of bag. The price is also reasonable for all. Others comment that customer gives to our product will be considerates or any complimentary will be taken to make them more satisfied. From that way, we hope that our business will run smoothly according to what we had planned and achieved in our objectives.

