UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN : I-TECH STUDENT

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2.0 Purpose

What is the purpose of doing Business Plan?

The main purpose of doing Business Plan are it act to be guide or a road map for a business that outlines goals and details on how you plan to achieve those goals. Business Plan help to manage a business more efficiently and more effectively because it help you to understand your business better and chart specific courses of action and plan that need to be taken to improve your business, also it help to plan specific objectives and goals along with the resources required to achieve these goals.

Next, a Business Plan will provide a careful management of cash flow to your business, it is known that many business fail because of become insolvent not because they are unprofitable. A business that are unable to pay their debt tend to become bankrupt, so a well-structured business plan will help you manage funding requirement in advance.

Lastly, a business plan can manage your company because it include the organizational structure of your business, for example the title of directors or officer and their duties, Other than that, also acts as a management tool that can be referred to regularly to ensure the business is on course with meeting goals, sales targets or operational milestones.

For conclusion, the purpose of doing Business Plan are to let you understand your business better and planning how best to operate within this environment, afterward able to ensure your long-term success.

3.0 Executive summary

I-Tech Student defined as a services for UiTM student. It is a service in a form of apps where it can be use in smart phone. Easy Student are the name for this apps because our team main target user is student in UiTM Sabah, in order to attract UiTM Sabah Student to use this apps our team have variety of attraction like news feed from UiTM, restaurant, shopping and life hack categories.

Most of the time, people tend to use MyMudah, MyKad Smart Shopper and SabahEats to online shopping or to food hunting. To be able to compete to our competitor, we have include in our service a section for news feed where student can read news from UiTM and able to keep up- to- date information, we include this because our competitor does not include it.

I-Tech Student are an apps that are easy to use so our team hope that the user for this apps will be satisfied with our apps. Other than that, our team have put a shopping section where student can promote their business through this apps and student can do online shopping. Furthermore, a registered restaurant will have a place in our apps which tell it location and menu serve. Lastly, there are a life hack section, a section that student can share their life hack knowledge to other student that use this apps.

To conclude, our team tends to create an apps that can create opportunity to student to do business while studying and to provide student an apps where student can have a up- to- date information, we believe that this apps will expand to other UiTM branch and other university in future time.

Easy Student
Knowledge in Action