



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP

TAIPAN MS ENTERPRISE

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## 1.1 EXECUTIVE SUMMARY

The business that we operated is named as Taipan MS Enterprise. This business is a partnership business, where our main activities are providing services to the customer. As mentioned before, the services that we provided are photocopy, printing, laminating, binding and fax services. Besides that, in our business, we also making invitation card for wedding and birthday event. Nevertheless, we also receive order for making name card and brochures.

In our business, there are four sections where each of the section is handled by one manager who is also the partner of the business. The sections are administration section, operational section, marketing section and financial section. Then the section will be headed by a general manager. Each of the section as well as the general manager will have their own role, task and responsibility in keeping this business success and maintain.

We started our business by applying a bank loan. The amount of the loan is RM 250000 from SME BANK. The reason why we choose this bank is because, it holds the objective of encouraging graduates to participate and venture into businesses. Where we believed this bank will help us financial.

We plan to start operating our business on the date of 6 February 2014. Besides, it is located at Taipan inanam, kota kinabalu, sabah. The reason we choose this kind of business is because from the information we have collected, we have found out that the services where our business provided is very high in demand in the society specially the students. Besides that, we choose this location to operate our business is because of its strategic location. So, from those factors, we believe that our business will expand and will provide more kind of services as well as new branches in the future.