

MARA UNIVERSITY OF TECHNOLOGY

SG. PETANI CAMPUS

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

BETA XOOM PRODUCTION

(CORPORATE VIDEO)

prepared by:

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INTRODUCTION

BUSINESS BACKGROUND:

The proposed business involves in production of videos for business purposes. These include videos of introduction to companies, products and also corporate events. These types of videos are useful for promotion, enhancing company image, workers training, convincing clients and so on. Although it looks like only bigger companies can afford these privileges, smaller company can also benefit from this service as our company has the ability to cater the needs of wide range of organizations regardless of their size, operation and industry. Our potential customers may range from multinational corporations to sole proprietor, including government agencies and departments, educational institutions, NGOs and even individuals, who realize the potential of audio and visual in enhancing their daily businesses. Moreover, with current development of telecommunication and Information Technology, managers are able to send and retrieve video information quickly and cost-effective. More importantly, these kinds of information provide the best representative of the actual subjects and can convey information more accurately and quickly compared to other means of communication.

Realizing these potentials, five young, energetic entrepreneurs find this opportunity is far too good to pass up, hence Beta-Xoom Production proposal is carefully laid down to reach it full potentials. Initial survey conducted by the group found existing production companies do not specialize in making corporate videos. This is because to make one is quite expensive especially for small business, hence this factor effectively deter many taking advantage of it. Yet, this situation becomes our biggest opportunity. Moreover, a

huge investment outlay and expertise become the other factors discouraging entrepreneurs, especially Malays to participate in this type of business. In short, the challenges ahead us are to make the product less costly than existing companies can, and secondly, to make the product as best as it could serve our clients, say to inform or to persuade the audience.

FORM OF BUSINESS

As mentioned earlier, huge capital is required in setting up this business; therefore, it takes five persons to form this partnership. This enables us to share resources and expertise. Each partner has unique abilities in administration, technical, leadership, communication and management; hence we believe that we have assembled a good mix for an effective team. (Please refer to Partners Background). A form of partnership is chosen to minimize regularities of private limited companies and to avoid double taxation. Yet, to ensure that the continuity of the venture persists, the agreement of the partnership is made prior to setting up the business. (Refer to Partnership Agreement).

LOCATION OF BUSINESS

We already considered a few locations, for example Klang Valley, Penang, Johor Bharu and Sungai Petani as the location of our business. Later we agree that Sungai Petani is the best location for our business due to several factors.

1. The location is located in fertile triangle of commercial and industrial area of Penang (including Seberang Jaya and Prai), Kulim and Sungai Petani (stretch