



**FIX IT CENTRE**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN**

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## EXECUTIVE SUMMARY

Business plan is all about a documented plan in which focussing on business start-up. The main goals are all about how entrepreneurs achieve its objectives on their business. Business plan can be very much helpful and useful in terms of keeping the business on their target especially for the new ones. It provides with an upcoming plan in order for a business to predict their finance, operation, marketing and administration easily. It is very efficient as it can also be a picture to any entrepreneurs whether that their business idea is going to be a success or a failure later on.

Fix It Centre Sdn. Bhd. is a workshop business that solely focussing on car's auto tuning and repairing. How our business correlate on this business plan is that we have an organizational plan that is led by a general manager with four other managers and mechanics to run the business. Before we could establish our business, we determine the strategic location and what types of customer we should targeted first. Location and our targeted customers need to be considered first as they're related with each other. Then, we analyse our other competitors within the same market share and observe their weaknesses so we don't have to repeat their mistakes.

Next, our specialty relies on our product strategy. We give a best service quality out of all workshops near us gave. This is because we trained our workers to give their best service to our customer. They are all trained with manner, respect and honesty when communicating to our customers. We also have service differentiation to our customer by providing lounge that no other workshops in this area have. With our lounge, our customers can wait and watch their cars being worked by our mechanics through window glasses. This is to proof to our customer that we carefully provide honesty and integrity while handling their cars. We have our long term objectives to reach as we want to obtain at least 95% positive customer feedback.

In terms of financial plan, we already provide up until 2023 of our financial plan. This is to secure our money capital and loans so we can easily predict it for the next upcoming 3 years. With good planning, we are positive that we are able to expand and reach one of our long term objectives which is to increase our profit by 15%.