



PRINCIPLES OF ENTREPRENEURSHIP (ENT300):

BUSINESS PLAN



MILES PER SECOND (MPS) EXPRESS SDN. BHD.

FACULTY OF APPLIED SCIENCE

SEMESTER 5

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In The Name of Allah, The Most Beneficent, The Most Merciful.

Thank you to Allah S.W.T. for blessing us all this time with His grace for our health, courage, and life. With the support and permission of ALLAH, a lot of commitment and faith to do this business plan, we were given the opportunity to successfully complete this report to the end. Throughout the course of completing the paper on the topic of Principles of Entrepreneurship (ENT300), we have obtained a great deal of help and encouragement from different parties.

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Finally, we were grateful for the dedication and commitment shown in this plan to those who were interested in and contributing directly or indirectly to this business plan so we can finally complete this plan successfully. We hope this report on the business plan gives us a bit more about business knowledge and how to become a good entrepreneur in the future.

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EXECUTIVE SUMMARY

Business planning is very important before starting a business as an indication for developing a business in a proper way. It also shows a great image of the entrepreneur if they want to find investors to invest in their business. Miles per Second (MPS) Express Sdn. Bhd. is a Private Limited Company which focuses on delivery services. MPS Express is assisted by other employees which is the backbone to ensure this company runs smoothly and under controlled. MPS Express is owned by Muhammad Zamir Anbiya' Bin Mohd Husni. It is assisted by 5 directors which is leads by NurNadjmyn Haneez Binti Mohd Nizam as a Chief Executive Officer, Muhammad Haziq Shah Bin Rasmi as a Chief Operational Officer, Nur Sabrina Binti Kamaruddin as a Chief Financial Officer, Farah Nazira Binti Zulastery as a Chief Marketing Officer and Ain Hafizah Binti Juhairi as a Head of Human Resources Department.

The main objective of this company is to deliver as quickly as possible to the customers in accordance with our tagline which is "Just Order and Relax". Customers just need to order what they want and we will deliver in 24 hours if domestic delivery. We also send goods to all corners of the village. We are targeting the rural population as well as being able to upgrade delivery services where most delivery companies do not expand their business to rural areas. We will make sure the food packaging and goods are in excellent condition. To satisfied customers, we provide good services because we are very flexible.

We are targeting customers around the city and rural areas where it is a significant fit in the delivery company. We will offer the most reasonable price according to the place of delivery. The closer the place is shipped, the cheaper the shipping fee. Our main target is to gain a total profit of 1 million in the 4 years.