



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENUERSHIP ETR 300**

PELANGI TUITION CENTRE

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Introduction:

Throughout the Islamic Economic System is encouraged for Muslim to involve in business. This is due to the requirement of the fulfillment of "*fardhu kifayah*" and to perform *ibadah*. Besides as human in this world we are given the responsibility to be "*khalifah*" to rule this world.

Therefore, furtherance to the above statement we have agreed to form a business that is base on services oriented. This business is namely the Pelangi Tuition Center. We choose this kind of business because it not solely for profit but also for positive contribution towards our life, country and religion. In term of duties, we have automatically played our role in the fulfillment of "*ibadah*" and "*fardhu khifayah*".

EXECUTIVE SUMMARY

Nowadays people have more concern on their children academic. This is due to the rapid changes in technology and development in our country. Many people want the best in their children education. Thus, these automatically increase the demand of tuition centre as it can provide additional educational services.

Therefore, it is a wise thing for us to open a tuition centre. Besides our location is also strategic for this kind of business. For example in Sungai Petani we can easily identify our target market as there are many population, housing areas and student. Other than that, there are many facilities and building to rent. Thus, it would be easier for us to operate our business.

Another reason why we choose this kind of business is because of the distance between our place and the target market. For example in Sungai Patani, student can easily come to the tuition centre as there are many transportation.

Lastly, the most important view about this business is it not only gives us profit but also the fulfillment *farḍhu kifayah* especially for race, country, religion, and ourselves.

GENERAL BUSINESS DISCRIPTION

INTRODUCTION TO ADMINISTRATION PLAN

No matter how big or small our business, we still need to prepare a business plan. It is because through it we can see and control our activities. Furthermore it will guide us in utilizing recourse and how to perform our function with less cost.

In addition only a good administration plan, can lead the entrepreneur to achieve his short term and long tern goal. It will show the indication about the job description and specification. Other then that it also state about the business location, organization structure, office arrangement, manpower planning and the administrative budget.