



اَوْبَهُوْ رَسِيْقِيْ تَتَاكُوْلُوْ كِنِيْ مَارَا
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TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

PC SMITH

COMPUTER STORE

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)

Faculty of Civil Engineering

Universiti Teknologi MARA Cawangan Pahang

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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**PC SMITH**” to fulfil the requirements as needed by university requirements.

Thank you,

Adib

Yours sincerely,

Muhammad Adib Danial bin Azman

General Manager of PC SMITH.

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EXECUTIVE SUMMARY

PC SMITH is a partnership company located at Jalan Setia Gemilang in Shah Alam, Selangor. This company is a start-up business venture developed by 5 individuals for the purpose of making our own computer store. Our business is to sell a variety and type of computer parts such as graphic card, processor, ram, etc and also computer equipment such as headset, mouse, monitor etc. Our business will be promised to give an affordable price with expensive quality. We also could recommend and guide our customers in order to achieve their computer setup with the best quality based on their budget. To ensure our business success in the long term we will make sure our servers are satisfied by the customers so that they can leave our store with their computer setup happily and give many good reviews. In order to maintain our business sales in the pandemic of covid-19 that affected many businesses nowadays, we also run our business online so that customers can buy our product on our website which is www.pcsmith.com.my while quarantined at home. PC SMITH provided a delivery service, customers just chose their product and we sent the item at their front door. Being the best means providing outstanding quality, service, and value, so that our customers will be satisfied.

Before the business started, we did a survey of our competitor in Setia Alam. The survey shows that our company will be up against two or more businesses that offer the same product as ours. Their business will prove to be a challenge to our company as they have been operating for years and have quite a number of loyal customers. Nevertheless, we believe with our quality services, affordable pricing and consistency will go beyond them and reach customers' requirements, needs and wants.

In the future, we are expecting that our business will create many upcoming innovations, creativity and services in order to become a successful business.