



اَوْبُوْ سَيِّدِيْ تَيَكُوْلُوْ كِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP(ENT300)

CASE STUDY / BUSINESS OPPORTUNITY/ BUSINESS PLAN

REDLINE SOLUTION

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PREPARED FOR
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EXECUTIVE SUMMARY

In my opinion, the redline is a shop that sells computer equipment and neglects additional equipment in the area tanah merah just have one shop . The shop owner Malays and so friendly that every customer came to his shop. Avery mouth this shop do a big promotion , everything in his shop, especially computer and printer goods . The goods in his shop are very good .If you are good at communicating or negotiating prices will get a cheap price from the boss. The problem with the red line store is the position of the store. the only customer who always goes to know his place of residence, the redline has several branches, in the marsh and in the white sand unfortunately the two branches are unresponsive. what I love about this store is its very friendly, and not arrogant, people who have a staff.

INTRODUCTION

Alhamdulillah ,we are most grateful to allah S.W.T for the completion of this business plan as one of the requirement that need to be accomplish in the couse work assessment for the code ENT300

Special thanks to out parent in supporting us to complete this business plan.this business plan has been prepared with the conperation and support from many people. Beside, not be forgotten to out lecturers which are madam kartini kadir and her kindness in helping me to during the process to completion of this project work individual . she have given us a good service by providing useful information to me .without her ,we would not be able to complete this business plan.

Through there problem me manage to become more organize and mature in dealing with problems that occur during our reseach.this business plan organization,marketing ,operation,financial and traning plan and any other informations needed by a new entrepreneur as a guide to start this business.

Lastly , to those who had involved and contributed directly to this business plan, me are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan

COMPANY INFORMATION

REDLINE SOLUTION is a 100% owned company. REDLINE is a company that basically runs the computer business, accessories and computer repair business.

REDLINE was originally an enterprise company founded on December 12, 2012 and runs a computer service business. In addition, the company has followed the established procedures and phases for the systems being developed to meet the needs and wants of consumers in this modern age. REDLINE has been in the field of ICT for almost 5 years and this has indirectly led the company to continue to compete in the ICT world.

As a result of the idealism of the managers who want to make REDLINE a stronger Bumiputra ICT company, various efforts have been made to upgrade the company to match the existing ICT company in the country.

Therefore, REDLINE will make every effort to achieve its goals in line with REDLINE's Vision and Mission.

MISSION

- Become an IT SOLUTION CENTER
- Branding "REDLINE" as a recognized IT brand
- Provide high quality, fast and flexible service to meet customer satisfaction

VISION

- Established a company of high caliber and innovative in the ICT industry.
- Become a competitive IT company with other IT companies.
- Support the government's goal of achieving knowledgeable ICT status

WORK SCOPE

In light of the growing IT technology and the increasing demand for IT applications today, Redline has taken the opportunity to expand its business to several branches around Kelantan. With the theme of "innovative, excellence and affordable", products marketed have the power to innovate and have affordable and affordable prices from all walks of life. Redline conducts business activities such as: -

1. Networking product and services
2. Contract maintenance
3. Software product and services
4. Delivery services

Looking at the technological advancements of the IT sector plays an important role in facilitating and simplifying the day-to-day activities of consumers. Redline focuses more on sales and computer repair services.

In addition Redline does not neglect the quality of service as it is one of the "target" Redline to continue to provide the best service and to the satisfaction of the customer.

In addition, Redline also focuses on service to government and private departments, such as providing office supplies, providing computer equipment with accessories and delivery services.