



UNIVERSITY OF TECHNOLOGY MARA (UITM)
SABAH

ENT 300
FUNDAMENTALS ENTREPRENEURSHIP

FACULTY OF ACCOUNTANCY
BUSINESS PLAN
RED EYES SDN. BHD.

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NOVEMBER - APRIL 2014

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INTRODUCTION

The name of our company is Red Eyes Sdn. Bhd. Our nature of business is related to the camera for car which Hidden Car's Camera. We involved five (5) members in this business which has their own credibility and qualification regarding on administration, operational, marketing and financial. Why we choose hidden car's camera as our main product? The reasons are people nowadays are lacking of awareness of car's theft and help reduce percentage of cars stolen. Furthermore, our main objective is for safeguarding cars.

We will use the concept of hidden car's camera or CCTV as our main concept. The car's camera will recording and detecting where is the car if the car is stolen. We provide two packages that are exclusive packages and economy packages.

In addition, our business location is located at Harbor City, Jalan Pantai Baru, Sembulan Kota Kinabalu Sabah. Why this location is the best for our product? This is because Harbour City can be describing as the heart for the people to do their routine. We will run our business starting from 8.30 am until 5.00 pm. Other than selling product, we also provide services in installation of cars camera to our customer.

The most important thing for our business is to become the first business that selling hidden car's camera in Sabah's region and will became the successful entrepreneur in Malaysia. We will give the best product to the customers which high in term of quality, rates, and service of our product.