



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**ETR 300**

**(FUNDAMENTALS OF ENTREPRENEURSHIP)**

**LAN STATION**

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# AN Station

## EXECUTIVE SUMMARY

Our company's name is LAN Station and our business is service on cyber gaming café. We will operate our business at 1<sup>st</sup> January, 2012 and our partnership consists of 4 partners. Muhd Azfar Faieq b Razali become General Manager and Operation Manager, Aliff b Jamal as Administrative Manager, Mohd Hassan b Sami as Marketing Manager and Mohd Shalwan b Ghazali as Financial Manager. Our location is at Lot 27, Ground Floor, Desa Ilmu Commercial Centre, Tmn Desa Ilmu, Kota Samarahan, Sarawak. We are serve the best and popular MMORPG games and we are also serve the best service for customers.

**LAN**  
**Station**

## INTRODUCTION

LAN Station is the business which ventures on the cyber gaming and entertainment. This business has been agreed in the form of partnership, which consists of four partners. All partners have agreed to abide to all the terms of partnership as to contribute some capital according to the allocated shares.

The main reason of existence the LAN Station is to provide entertainment on the latest computer platform games & massively multiplayer online role-playing games (MMORPG) to the public especially to the hardcore gamers. Today, many gamers are like to playing games with their partners in a group, but they have a problem on using LAN network or any problems that related. In addition, some of the computer games become more popular today such as Counter Strike & DotA & there are also some of the new and latest MMORPG that release and updated until now. But, there are some of the gamers that can't play their online games at their own PCs due to the server and broadband problems. From this problem, we will provide what they can't achieve with the best server and the best games for our customers.

We have provided some of the popular and latest PC games & MMORPG for our customers so that they can play their favourite games that can't play it on their own PC and also can be played in a group through local area network (LAN). To give more satisfying to our customer, we also have install some gaming platform and the clients to our PCs so people who has any gaming platform account can access it at our PCs. We also provide our maintenance service to keep our PCs always in good and also to give our customers more comfortable with.

**LAN  
Station**

## The Meaning of LAN Station

LAN is the acronym for local area network, the system where users with different PCs will connect to each other (sometimes using LAN cable) to enable multiplayer gaming from one PC to another PCs. That is why we choose "LAN Station" as a brand name for our cyber café (gaming centre). We want to make our cyber centre as the station (stop place) of the gamers to stop and playing their favorite games at this cyber centre. We want to provide such popular MMORPG like DotA, Counter Strike, PES and many more and besides that, we also provide Garena platform and its game client as a bonus so the gamers with Garena account can play their favorite games with our Garena platform. We also want to provide the best gaming experience to the gamers at Samarahan.

### MOTTO

Our motto for this company is "Games bring community, we build community". We have choosing this motto because we want to make the community of gamers from this business.

### MISSION

The mission of our company is to make the community of gamers around Samarahan. We want to attract more gamers around Samarahan to our cyber centre. We also want to make a tournament for all gamers to attract more gamers to come to our cyber centre.

### COMPANY'S LOGO



The company's logo mark was inspired by the WiFi symbol which symbolize the connections between the gamers in a group. We choose blue color as blue symbolize unity in the gamers community and also the futurism.