



UNIVERSITI TEKNOLOGI MARA



BUSINESS PLAN

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Executive Summary

Our company is named as Access Computer Training Center where we give the services of learning computer software. For our business, we have 3 packages:

List of services

Name of Package	Software/Content	Price
Package 1/ mini package -choose 1 software only	Microsoft word/excel PowerPoint/outlook windows/publisher/access	RM150/microsoft
Package 2- choose only two	Microsoft word/excel PowerPoint/outlook windows/publisher/access	RM270
Package 3 – compulsory to learn all the Microsoft	Microsoft word Microsoft excel Microsoft PowerPoint Microsoft outlook Microsoft windows Microsoft publisher Microsoft access	RM450

Administrative plan

Introduction to the organizational

Access Computer Training Center is a service business that is providing computer learning to anyone regardless of age and races. This computer class is open to all who interested in learning computer software such as Microsoft, Photoshop, and others that relates with computer. We have determined our vision and objectives of this business. They are as stated below.

Vision of the business

We have determined our vision towards realizing our business and achieving our goal to provide computer learning to the people. Our vision as stated below

" to be the best and most preferable computer training center in the region which provide better computer software learning and to be recognized throughout Malaysia"

Objectives of the business

We have determined the objectives of our business.

The objectives are:

- i. To provide better computer software learning to the region
- ii. To produce a good quality of computer literate and to be accepted by the whole nation
- iii. To give opportunity for those who wants to learn computer and how to make use of its software

Marketing Plan

Service Description

Access Computer Learning Centre has provides computer learning service. This computer learning is open to the people especially to the students. Kota Samarahan area is fully a place which is known as educational areas because Kota Samarahan area has many schools, university and many more.

Access Computer Learning would be open everyday except public holiday from 9.00am until 12.00pm and 2.00pm until 5.00pm. Access Computer Learning has three packages with discount offer especially to the students. Because of Kota Samarahan is an educational area, we would give 10% from the fees. For first packages, its contents Microsoft words, power point, excess, excel, publisher, outlook and windows. From these packages, the students can choose which one course they want to take. The amount of per course is RM150. For second package, are Microsoft word, excel, access, outlook, publisher, windows, and power point and these packages would be in 1 set. That means the students given a 1 set packages and the amount is RM450. For packages three, it also 1 set which the student are required to choose any two Microsoft , it amount RM270. The students can decide which one package they want.

Access Computer Learning Centre has four tutors which have a professional knowledge and qualification. The group of age which can register to learn computer is 15 and above. For register, the people given a choice whether they want to pay cash or pay for deposit first. This is because we consider for those who cannot pay for cash. If the people pay for deposit, it would depends on them how much they want to pay.