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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)
“RHINOTECH”

DIPLOMA IN BUSINESS MANAGEMENT (BM111)

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1.0 INTRODUCTION

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

Business plan may also target changes in perception and branding by the customer, client, taxpayer, or larger community. When the existing business is to assume a major change or when planning a new venture, like 3 to 5 year business plan is required, since investors will look for their annual return in that timeframe.

Business plan are “road map” for business creation. Its means “you identify your origin, select a destination, and plot the shortest distance between the two points”. In order word a business plan also known as a detailed blueprint for activities needed to establish a business for example details of product or service. Moreover, business plans also the “Yardstick” by which a business owner measures success in meeting stated goals and objectives. Last but not least business plan is a tool for obtaining a loan from lending agency, or for attracting venture capital.

We decided to name our company as RHINOTECH which is from in partnership. Our business plan is focus on giving the best service to our customer. We provide high speed internet access, besides some relevant services such as printing and fax services. Customers are able to surf internet and playing various type of game it can help people releasing stress and tension.

1.1 BUSINESS PLAN AND BUSINESS PURPOSES

The purposes of preparing this business plan are:

- ✦ To help in starting a new business
- ✦ To act as a guideline for the management of the proposed business
- ✦ To apply for loans of financing facilities from relevant financial institutions
- ✦ To evaluate the project viability and grow potential in the near future
- ✦ To expand our business and steps to improve the business achievement
- ✦ To allocate the business resources effectively

The purposes of our business are:

- ✦ To introduce our business system to the market
- ✦ To expand our business into other part of Malaysia and other country
- ✦ To gain profit in entrainment business
- ✦ To create job opportunities in our business

