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UNIVERSITI  
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Kampus Kuala Pilah

## **FUNDEMENTAL OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS PLAN**



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## **1.0 Executive Summary**

LuxRide located at No. 23, Jalan Dato' Abdullah Tahir, Taman Abad, 80300 Johor Bahru, Johor, Malaysia, is a private limited company that will use its organized framework to gain credibility, efficient capital management, and scalable expansion potential. LuxRide specializes in the selling of high-performance luxury flying sports cars, providing an exclusive selection of top-tier manufacturers known for exceptional engineering and uniqueness. In addition to LuxRide main supplies, we offer complete advisory services, various financing choices, and great after-sales care, such as personalized maintenance packages and access to exclusive luxury cars events.

LuxRide primary target market consists of high-net-worth individuals (HNWIs), corporate clients, and passionate sports car enthusiasts from Malaysia and the neighbouring regions like Singapore, Indonesia, Brunei and Thailand. This demographic recognizes not only the newest in automotive perfection, but also the personalized service and exclusivity that LuxRide provides. The decision to start LuxRide is motivated by rising demand for high-performance luxury flying sports cars in Malaysia, which is supported by a strong economic outlook and rising disposable incomes among rich customers. The automobile luxury market is expected to increase significantly, creating a rich opportunity for a brand that represents excellence and exclusivity.

LuxRide plans to start operations with an initial capital investment of RM 8 million, which will be funded through a combination of owner contributions and strategic finance. The company's owners have pledged RM 5 million, proving their trust and dedication to the company, and an additional RM 10 million will be secured through a business loan to cover operational costs and inventory procurement.

LuxRide's financial estimates show a promising trend, with average car priced at RM 2,600,000, sales revenues predicted to reach RM 223.6 million in the first year (86 units sold), RM 312 million in the second year (120 units sold), and RM 468 million in the third year (180 units sold). Similarly, predicted earnings are expected to reach RM 151,801,740 in year one, RM 240,201,740 in year two, and RM 396,201,740 in year three, demonstrating effective cost control and increased market penetration.

Leading the LuxRide's management team has extensive expertise in the automobile and luxury products industries. LuxRide team includes Chief Executive Officer (CEO) NurLiana Natasya, who has over 10 years of experience in luxury brand management, Chief Financial Officer (CFO) Irdina Nabihah, an expert in financial planning and analysis, and Chief Operating Officer (COO) Nur Nathasya Aqilah, who has expertise in high-end vehicle sales to assure operational excellence. This team is well-equipped to guide LuxRide towards its strategic goals and develop a dominant presence in the luxury automotive sector.

In summary, with a strong business plan, careful financial planning, and a committed management team, LuxRide is well-positioned to soon establish itself as one of Malaysia's best options for luxury flying sports cars lovers. LuxRide dedication to quality and client pleasure puts us in a good position to take advantage of the rising demand for high-performance luxury flying sports cars, guaranteeing steady growth and financial success in the cutthroat automotive industry.

## **2.0 Introduction**

### **2.1.1 Name of the Business**

The name LuxRide was chosen because it represents something rare and luxurious, making it a perfect fit for stylish and modern designs. This name is also easy to remember and creates a strong impression, especially when used in logos and advertisements. LuxRide focuses on offering a wide range of high-performance luxury flying sports cars to meet different customer preferences. The selection includes various designs and features, ensuring that everyone can find something that suits their style and needs. The store is located in Johor Bahru, providing customers with a convenient place to explore cars in person. Visitors can see the unique designs, learn more about the features, and choose the car that best fits their lifestyle. LuxRide aims to provide an unforgettable experience for anyone looking for an extraordinary flying sports car.