



UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ACCOUNTANCY

(ENT 300)  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
MOJODECO

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### Executive Summary

#### 1.2 Introduction

MojoDeco is a partnership company that sells and produces variety types of lamp decoration located in Indah Permai, Kota Kinabalu, Sabah that allows the customers to have variety unique types of lamp decoration in their houses. MojoDeco serves men, women and also family that loves lamp decoration. MojoDeco not just sells variety types of unique lamp decoration but also accepts customers request on any types of decoration that they want to make.

While there are many lamp decoration shop available, MojoDeco will succeed due to its attention to detail regarding customer service and also the quality of its products. Through this MojoDeco will slowly but surely gain market share as it services the entire family, creating long-term relationships. Lastly, MojoDeco location will allow it to attract a lot of walk in traffic

People in Malaysia especially to the people that live near our shop want to fulfill their wants for example to decorate their house with variety types of unique lamp decoration. MojoDeco saw this opportunity to provide the finest and highest quality of lamp decoration to all people despite their age or gender. This shows that MojoDeco has the ability to be one of the most successful lamp decoration shops in Malaysia.

We, MojoDeco saw the opportunity that this business have the potential to be one of the most successful lamp decoration shop in Malaysia because people nowadays love to decorate their houses with variety types of unique lamp decoration. MojoDeco see this as a way to prosper in this market by taking advantages from all these people's needs and wants.