



UNIVERSITI TEKNOLOGI MARA
FACULTY OF ACCOUNTANCY

ENTREPRENEURSHIP (ENT 300)
CITY OF LIGHT

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TO
COMPANY

EXECUTIVE SUMMARY

Company's Name:

City of Lights is a shop which located in Alamesra, Kota Kinabalu, Sabah. City of Lights expects to catch the interest of interior designer, teenagers and family. The company plans to build a strong market position in the town, due to the competition in the industry.

City of lights aims to offer its products at a reasonable price to meet the demand of the middle to higher income local market area residents.

City of Lights is incorporated in the state of Sabah. It is equally owned and managed by its five partners. The company intends to hire two fulltime to handle customer's service and day-to-day operations and 4 more workers for making the products.

For product and services, the uniqueness of product offered by City of Lights is it glows in nature and it is can be rechargeable using the visible light. Moreover, customers can change the design of it because City of lights provides a customs and ready-made product. Other than that, there is service for an event such as birthday party.

Company's Short Detail:

Our company is that to operate in a century.

Fast Facts About The Project:

We chose to start this business because it is a new and innovative introduction of new product in Malaysia. In our own idea, we provide a service based on the customer preference which the design and service.

Uncertainty Analysis:

This business has a great future prospects. It is because it is a new and innovative introduction of new product in Malaysia. In our own idea, we provide a service based on the customer preference which the design and service. We want to open our business in the future and expand our product line by introducing new products and services. In addition, we want to open our business in the future and expand our product line by introducing new products and services.