



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
THINKTREK

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Executive Summary

1.0 Introduction

- Name of The Company : ThinkTrek
- Nature of Business : Foot rest hammock
- Industry Profile : Our company is owned actively by partnership, incorporated as ThinkTrek Company. Our business produce product which can make our users feel comfortable and relaks eventhough they at their work place.
- Location of The Business : Lintas Plaza, 83000 Kota Kinabalu, Sabah.
- Date of the Business Commencement :
- Factors in Selecting The Proposed Business : We choose this business because we found that people nowadays spent most of their time at the table for doing their work. So we came out with this product to make people feel comfortable relaks while they doing their work. We sure that this product able to gained high profit since the product one of the rare product.
- Future Prospects of The Business : Will able to produce more product that have the same uses, which is to make our customer feel comfortable whenever they are.

2.0 Purpose

This business plan is prepared because to raise capital and gained support for the venture. The business plan being drafted so that will have a proper finance in order to start its business. Since the modal was from the shareholder, each of them need to contribute RM 15400. Thus, RM77000 will be from the accumulated capital provided from each shareholder in the company.

Other than that, the financing will be used to purchase as a start up assets such as office equipment, furniture and fittings, products materials and many more. We can get all the items from our trusted suppliers and they agreed to provide product with best price ever.

The business plan also act as the guideline especially to the manager in order to succeed in the business. Our company have set our target and objective which is the ingredient to have a successful company and advances. Moreover, the business plan will includes company background, marketing strategy, operation plan, sales forecast and also the financing plan of the business which is the most important in the business plan.