



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

MOHREN CORPORATION

PREPARED BY :

NORFAZLEEZAWAZA BINTI AWANG LATIF	2016363593
ANDI KARTINI BINTI RAHMANI	2016984305
JANNATUL AIN BINTI JAFLEE	2016599613
DAYANG NUR ASHIELLA BINTI AWANG ASRIUDDIN	2016763017
NORSAKINAH BINTI ACHOI	2016358871

PREPARED FOR :
SIR. MOHAMMAD FIRDAUS BIN MOHAMAD

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2.0 ACKNOWLEDGEMENT.

First of all, we are grateful to Allah the Almighty, generous and merciful because of his grace, we able to finish our proposal of our business project, MOTOR HOME RENTAL for our company, 'MohRen Corporation' can be completed as our assignment under a subject ENT300 – Fundamental of Entrepreneurship.

Our group have decided to choose business in service of rental as we produce our own application to convenience the customers book their package of our service. Nowadays, there are many obstacles exist in businesses due to national economic, taxes, social matters and so on. Thus, we want to challenge ourselves to propose this business plan as we have to collect many information and do a research.

Besides that, we would like to give our biggest gratitude to our lecturers, Sir Mohamad Firdaus for the guidance and advice on how to propose a business plan and the information that very useful to be included in our business plan. Although in a short-time but we able to finish our project paper with the full support from our lecturer.

We also would like to give our gratitude to the Global Lepa Car Rental and Tour for giving us information and cooperation in doing our business project. Without their help, it is impossible for us to finish our business project successfully. Then, we also would like to express our appreciation to our family and friends because giving us a moral support and help us to finish this business plan.

Finally, we hope that our business plan will be useful as a guideline for opening a business and be the popular mobile application in categorie of travel for apple store and google apps. Thus, we also hope this business will be known around the world.

3.0 EXECUTIVE SUMMARY.

This business is based on partnership where it consists of FIVE (5) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 300,000 where the total contribution of member is RM60,000 each.

MoHRen corporation is a business of service in transportation that provides tourist whether from local or overseas to experience the first motor home which divides to three categories Retro, Classic and Vintage.

The Motor Home rental service will be expected to commence on 2019 and its vision is to make people "worry-free, travel like home", established and satisfied by their customer in order to expand our market share and to attract more customer. This will be realized by the full cooperation and efforts among the partners and also certain agencies to promote this business.

Based on the objectives above, we are venturing into a unique motor home concept which different from others called as caravan . This new concept has the potential of being a profitable business if it's done with large scale and systematically managed. We will expect that our business will become more developed in the near future.

The Motor Home Rental is the innovation of old van into unique motor home which comes out with three different types of theme includes retro, classic and vintage. This idea was inspiring from one of instagram user @everchanginghorizon. His feed of instagram full with travel picture around the world, one day, he decide to reveal his dream home which is van turned out into amazing home for him. It took two months off to build his dream home.

Therefore, the process of designing and constructing it felt nearly identical to when we come out with photo of real caravan. We start with a vission that comes from our general manager head which is "worry-free, travel like home", from that moment, we do some research and finally commitment to the undertaking without think about the obstacles till it is done. We had 60 square feet to work with that includes for kitchen, bathroom, full bed, heater, cooling, solar setup with battery bank, storage and others.