



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

GENIUS TUITION CENTRE

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BISMILLAHHIRRAHMANNIRRAHIM

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EXECUTIVE SUMMARY

Genius Tuition Centre is about a centre of teaching and learning for UPSR, PT3, SPM and Diploma student Part 1 from UiTM Kota Kinabalu, Sabah. Our business location is Kota Kinabalu, Sabah.

While there are many tuition centers everywhere, Genius Tuition Centre will excel due to its attention to detail regarding our users. Through unheralded users' attention, Genius Tuition Centre will slowly but surely gain market share as it provide tuition services to the entire schools students, and will creating long-term relationships with their students and teachers.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays parents taking a good care for their children education. They want their children to get success and get A's for every subject. It's all about their children future.

We, Genius Tuition Centre, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed education in their life. This is because without education, we are nothing.