



اَوْنِيُو تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
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FACULTY OF APPLIED SCIENCE

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

'Snooze'



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## PREFACE

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT300 (Fundamentals of Entrepreneurship). We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so.

For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

Next, we would like to thank to our beloved lecturers, Sir Mohd Firdaus for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

Last but not least, thanks to our group mates for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

Yours sincerely,

(NUR AMIRA RIFQAH RAFALI)

General Manager of Snooze



## **1.0 INTRODUCTION**

### **1.1 EXECUTIVE SUMMARY**

Snooze is a private napping station for public spaces provides private, secure, and clean accommodations anywhere, a brand offering a bed and associated facilities in a limited space which is known as sleep box. It is a larger version of a capsule hotel.

At Snooze, we imagine a world where creative, collaborative, and self-driven individuals discover their full potential by integrating work, life, and creative experiences. We know that by removing boundaries we all explore our potential to actualize our health, happiness, and creativity. By integrating a wealth of experiences, we empower personal development by growing toward the best versions of ourselves.

We want to provide a comfortable space and conducive rest stop for the customers especially those who travel by road. We have developed Snooze to facilitate everyone working and living at their peak levels. We achieve success by increasing the degree and quality of work-life integration, and by providing the flexibility to find the dynamic balance in our daily lives.

Snooze facilitates easy and expansive travel by providing any traveler access to the most remote or desired locations. Convenience and ease of use allow you to recharge in your Snooze, then step right back into the center of attention.

We empower local entrepreneurs to expand their business or actualize their vision by offering low entry costs for establishing new Snooze franchises. Our flexible licensing plans also allow for existing business operators to grow their capabilities.