



UNIVERSITI TEKNOLOGI MARA (UITM) SABAH

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
DREAMCATCHER CORPORATION

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"People are worth it. We want people to enjoy the party and get to be with their guests."

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ACKNOWLEDGEMENT

This DreamCatcher Corporation business plan presents of one complete detail about the business. It comprises of all the ideas of the team member through a lot of research and findings.

First of all, we are grateful to Allah S.W.T, to our lecturer MR. Cyril Supain, that had constantly follow-up on our progress, guide, motivate and encourage us to do the best that we can. To our family member and all parties that had helped us in many different ways. We had encountered a variety of obstacles and difficulties during completing this project. However, we have survived in overcome those obstacles and now, we managed to complete it.

I also am thankful to be part of my team member as my team member consists of few different type of character, and they had different ability and skills. When we combine all of this ability and skills together, we manage to found an excellent teamwork. With passion, teamwork, and excellent time management, we complete this business plan right about in the time frame. We are thankful and congratulate all members for the cooperation and dedication.

We appreciate the guidance and information given from lots of people especially our lecturer, whom from the beginning had guide us and teach us in completing this business plan. Other associations such as Kumpulan Wang Simpanan Pekerja, SESB (Sabah Electricity Sdn. Bhd), Majlis Perbandaran Kota Kinabalu. We and I sincerely had hoped that, if there is a possibility in the future and in terms of financially stability, we are going to go on with this plan and follow our vision which is "transform the idea into reality". This means that, If there's a possibility we will passionately open such corporation.

Anything is possible nowadays, by implement what we had learn throughout the subject of Fundamental Of Entrepreneurship and throughout completing this final year project, we can see clearly the possibility and the opportunity of this business. We hope that, we are able to become successful entrepreneurship in the future.

Yours sincerely,

DreamCatcher Corporation

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1.1 INTRODUCTION

The name of our business is DreamCatcher Corporation. This business is one of service type of business. This business is services about organizing a party. People may call us the party organizer or party planner. However, our customer may call us the DreamCatcher. Our main target is to transform every customer dream into reality.

The idea of the formation of this business is basically and entirely by my team member passions and dedications. The team member consist of six people including myself. Our target market for now is only at Kota Kinabalu area. After the development of our business, only then we will expand this ideology throughout the country.

DreamCatcher is focus entirely on organizing a party.