



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

EMA CORPORATION
GROCERIES TRUCK SERVICE

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ACKNOWLEDGEMENT

First of all, all praises to Allah SWT for giving us opportunity to finally complete our Business Proposal for ENT300 subject.

Our group take this project as our challenges in showing our passion, creativity and ability in completing the project. In terms of prospect of business, hopefully that this business plan project gives us advantage to learn and practice our ability in handling any business in the future in becoming an educative and successful entrepreneur.

Secondly, we would like to thank our respected lecturer, Mr. Mohammad Firdaus Bin Mohamad for giving us moral support and being so helpful in completing this Business Proposal and being so pleasant towards us. We really appreciate it and we will try to apply it in the future.

Thirdly, we would like to thank our parents for being very supportive and being helpful in completing this project. Thank you for supporting us in terms of moral support and cost support. We really appreciate it.

Last but not least, we are very proud and thankful for being a partner that stands of Nor Hasimah Binti Amban, Ramizah Binti Masrin and Nur'Ain Binti Jamrie. Thank you for giving full commitment and tolerate until we finish this Business Proposal.

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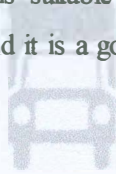
MARKETING PLAN

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1.0 EXECUTIVE SUMMARY

From our first meeting, we all agreed to use EMA Corporation as our company name and Groceries Truck as our service name. We all agreed to use EMA Corporation because it represents our partnership in offering the services. Groceries Truck name is taken as it shows that the Groceries Truck offer services in selling groceries product in a truck to save time and cost as it keeps moving to reach the potential customers. It is easy for the customers to remember the service. Our nature of business is service. Our factory and office is located at Taman Jaya Usaha, Kota Kinabalu, Sabah. The reason EMA Corporation chose to open business in that area because the accessibility in that area is good in terms of supplying and warehousing activities. It is suitable to carry out business because most of warehouse is build at the area and it is a goods zone for supply and office area.



Groceries truck

Save time, save cost