

MARA UNIVERSITY OF TECHNOLOGY
CAMPUS KOTA KINABALU

FUNDAMENTALS OF ENTREPRENEURSHIP
ETR 300

ORANGE JAMMING (RECREATION)

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Figure 1: Company Logo Of Orange Jamming



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1.1 Summary of Business Background

“Orange Jamming” is the name of our business. We choose this name because orange represent the fresh instrument that we provides. Moreover, this name is familiar and easily to remembers by the customers and will attract them to come again. The concept of this business is place to jam. We not only provide the place for jamming but also café to relax while waiting for their turn.

The Orange Jamming is located at AlamMesra, Sulaman. We chose these locations because it has great potential customers. We realize that the people who life around Menggatal, Indah Permai, Kingfisher and other area, go to Kota Kinabalu just for jamming especially teenagers. So we decide to opens this business at this area to make the teenager or customer to have jamming and do not have to go to Kota Kinabalu just for jamming. Our business premise is located just across the road from the One Borneo Hyper mall and UMS residents. This will attract people to come because we have strategies locations. Our business premise has to area which is in the first floor and the ground floor. The design in the premise is exclusive to comfortable for the customer so their can enjoy jamming and eating.

We choose this business because it had a very big potential of profit. As we know, nowadays people like to explore their talent; this is because there to many reality programs that influences them. Furthermore, for students they just want to realize tension. Our premise also can help government in reducing social problem, because they fulfill their leisure time goodly.



1.3 PURPOSE OF BUSINESS PLAN

- ✘ This subject of Fundamentals of Entrepreneurship (ETR 300) is a partial fulfillment of the course studies for the students in Mara University of Technology
- ✘ Prepare as a guideline for the entrepreneur to manage the business much more efficiently. It is also use as a means of identifying the objectives, strategies, and tactics beneficial to the business so that it will run more smoothly, thus reducing the cost of operations
- ✘ To evaluate and estimate the profitability of the business by looking at its administrative, marketing, financial and operational aspect and strategies
- ✘ To assists the entrepreneur in distributing his sources on much more systematic manner and to avoid wastage. it gives the entrepreneur the opportunity to progress and reevaluate his strength and weakness.
- ✘ To demonstrate the movement of the business from all of its aspects.