



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَبَارَا
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TRUCKXGAMING

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CHAPTER 1: INTRODUCTION

1.1 Introduction of The Business

Name of the business : TruckXGaming Enterprise

Nature of business : Entertainment

Industry profile :

Our business is TruckXGaming that started on 1st January 2021. TruckXGaming is about, we provide the gaming convenience for those people who want to play video games on the move. So, they do not need to waste their time and money to go to places that far away from their location just only for playing video games. It is because we will come to their places. We also accept offers for booking for any events at school, university and others. Our main headquarter is located at Taman Lagenda Indah, Sungai Petani, Kedah Darul Aman

Our target market are those people who love playing video games regardless of adult or teenager or children. Our expectation on TruckXGaming in next five years are we will growing up and the number of gaming trucks and also branches will increase drastically. This is because the number of video gamers keep increasing day by day.

Business location : Taman Lagenda Indah, Sungai Petani, Kedah Darul Aman

Date of commencement: 1st January 2021

Factors in selecting in proposed business:

a) Demand of video games keep increasing day by day

Nowadays, children also playing video games not only teenagers and adult. There is high demand on video games on mobile, pc and arcade. This is because the technological change day by day.

b) Government provision in Budget 2020

Government had announced the budget for E-sport sector was increasing to Rm20,000,000.00. So, it will help our business to grow.