



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

DIPLOMA IN BANKING

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS NAME:

LAST MINUTE

PREPARED FOR:

SIR MOHD NAJMIE OSMAN

GROUP:

KBM1195A

PREPARED BY:

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ACKNOWLEDGEMENT

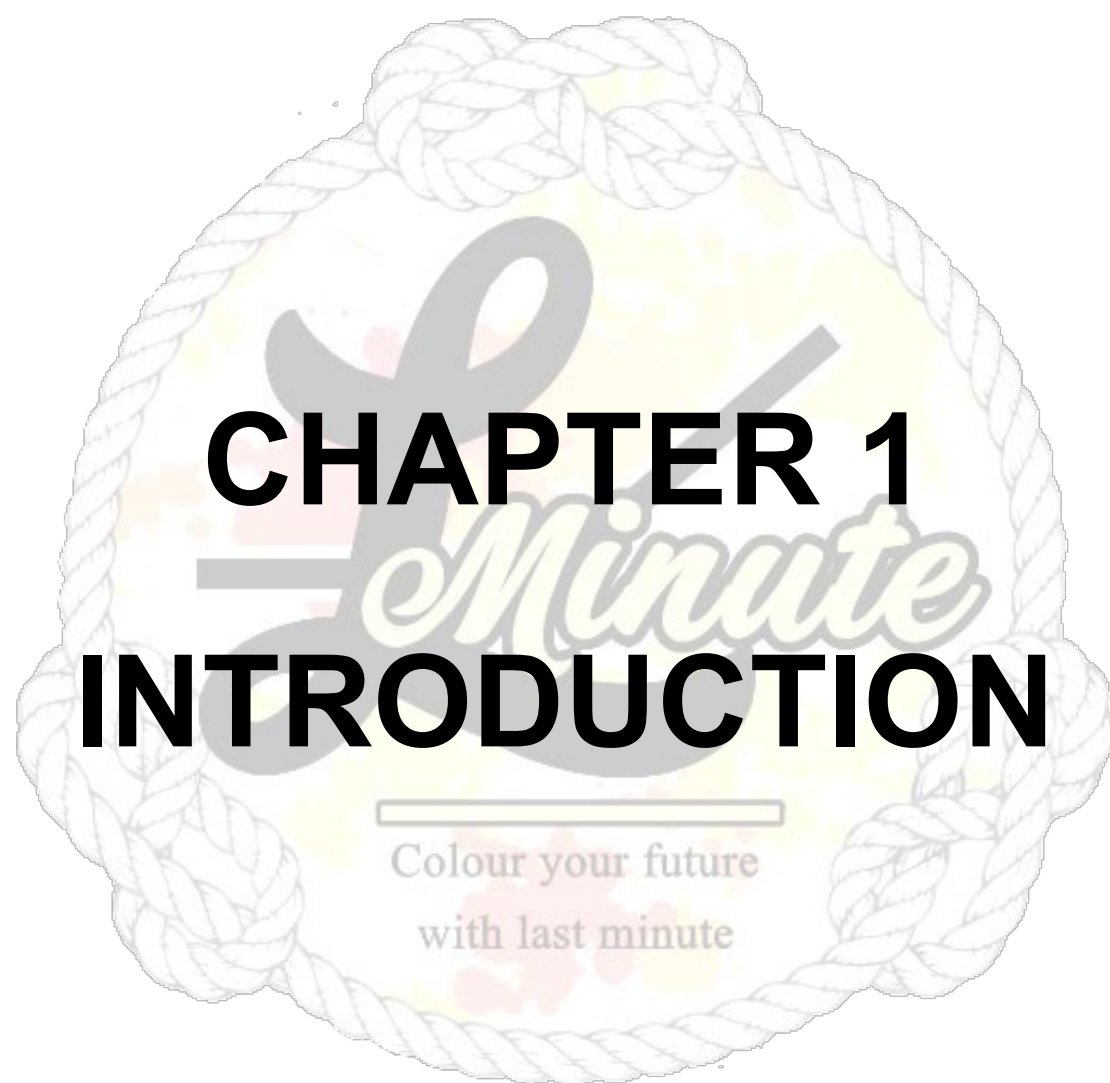
In the name of “Allah S.W.T”, the most beneficent and merciful who gave us strength and knowledge to complete this business plan and accomplish to complete this assessment for this subject which is Fundamentals of Entrepreneurship (ENT300). By completing this assignment, we had gained many experiences and learning many things.

First and foremost, we would like to give a big thanks and special appreciation to Sir Mohd Najmie Osman who always been helpful and give us guidance and encouragement during this process to complete this business plan and teaching us for this subject. A lot of things that we learned and this subject also can help us to develop our entrepreneur skills in the future. We are really grateful because we are able to complete this business plan within the time given by our lecturer Sir Mohd Najmie Osman. Furthermore, this business plan also could not be complete without the cooperation and effort given from all our group member which is Nur Ardini binti Rosli, Nuraini binti Abd Hamid, Nur Ainisa Shafina binti Abdullah, Puteri Khalida binti Mohd Talib and Fildza bin Ali Omar.

By completing this business plan also, we learned that planning and organizing is the roots for business plan in order to become successful entrepreneur. During the process in completing this business plan, we learned Marketing, Operation and others as a guide to start our own business in the future.

Last but not least, we would like to express our gratitude to those who has involve directly or indirectly in completing this assignment. We also would like to thanks to our friends and parents for the support and encouragement to complete this business plan. This business plan could not be complete without guidance by everyone. Thank you so much.

Colour your future
with last minute

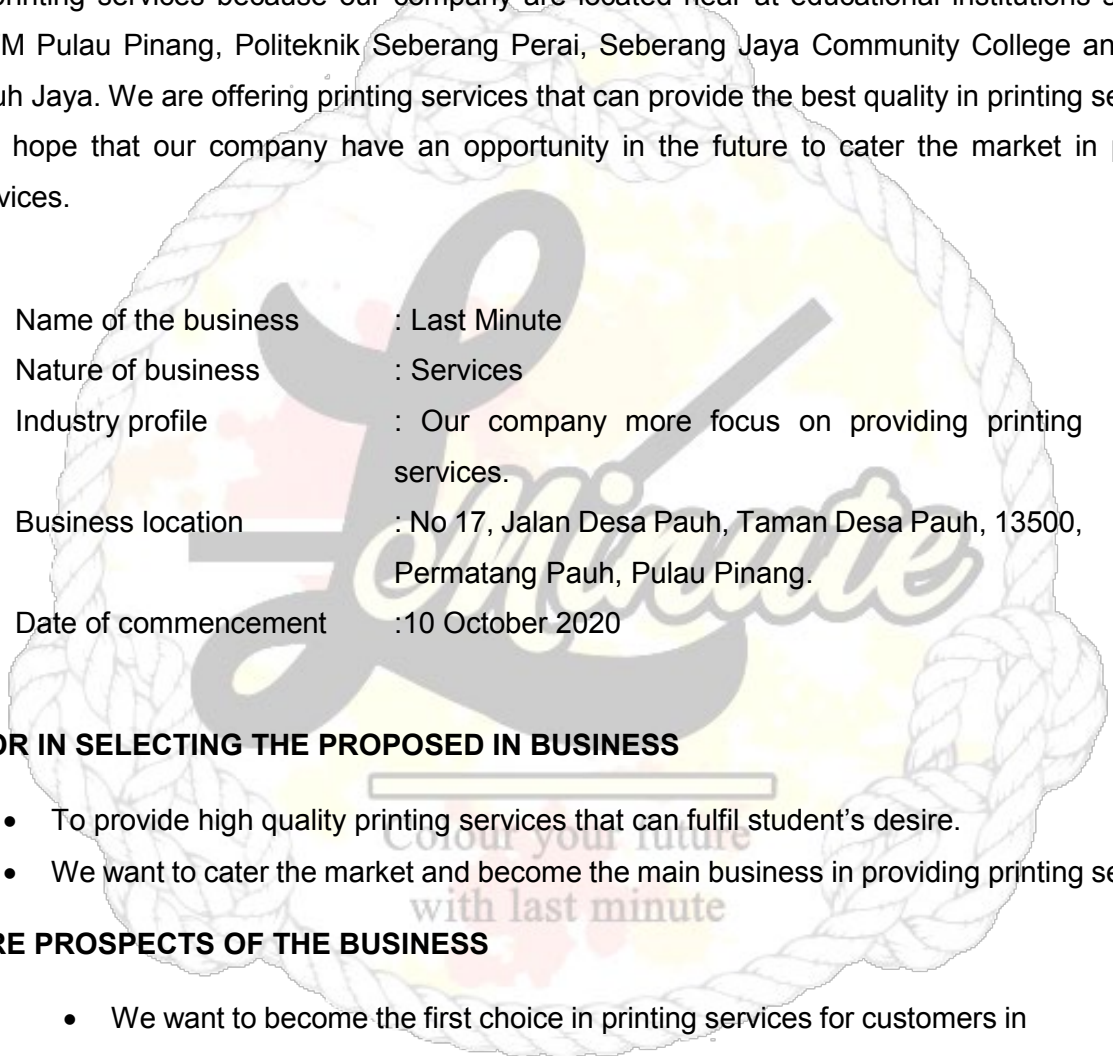


CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE BUSINESS

Our company name is Last Minute Enterprise. We choose the name 'Last Minute' because these words are aligned as all the students often complete their work at the last minute. Our company located at Permatang Pauh, Pulau Pinang which are the most strategic place and highly demand in printing services because our company are located near at educational institutions such as UiTM Pulau Pinang, Politeknik Seberang Perai, Seberang Jaya Community College and SMK Pauh Jaya. We are offering printing services that can provide the best quality in printing services. We hope that our company have an opportunity in the future to cater the market in printing services.



Name of the business	: Last Minute
Nature of business	: Services
Industry profile	: Our company more focus on providing printing services.
Business location	: No 17, Jalan Desa Pauh, Taman Desa Pauh, 13500, Permatang Pauh, Pulau Pinang.
Date of commencement	: 10 October 2020

FACTOR IN SELECTING THE PROPOSED IN BUSINESS

- To provide high quality printing services that can fulfil student's desire.
- We want to cater the market and become the main business in providing printing services.

FUTURE PROSPECTS OF THE BUSINESS

- We want to become the first choice in printing services for customers in state of Penang.
- In next 5 years, we want to have our own brands in stationary product.
- We want to set up branches in many states at Malaysia and achieve 90% profit.

1.2 PURPOSE OF BUSINESS PLAN

- **Gains better understanding**

To gain better understanding in the objective of the business and guide the entrepreneur to view and evaluate the proposed business venture.

- **To achieve goals**

To successfully and strategically achieve company's goals and objectives. It will align the organization by clarifying, prioritizing, and improving commitment to goals.

- **Business Model**

Business Model defines and outlines the company's business model.

1.3 BUSINESS BACKGROUND



Name of the business : Last Minute
Business address : No 17, Jalan Desa Pauh, Taman Desa Pauh, 13500, Permatang Pauh, Pulau Pinang.
Correspondence Address : No 17, Jalan Desa Pauh, Taman Desa Pauh, 13500, Permatang Pauh, Pulau Pinang.
Website address : -
E-mail address : -
Telephone number : 010-6502698
Fax number : -
Form of business : Partnership
Main activity : Printing Service
Date of commencement : 10 October 2020
Date of registration : 10 May 2020
Registration Number : In Progress
Name of Bank : -
Bank account number : -