



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fundamental of Entrepreneurship (ENT300)
Business Plan

Merak Relaxing Centre (MRC)

KBA1115C

Prepared by :

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Prepared for:

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Chapter 1 Introduction

1.1 Introduction of the Business

Name of the business	:Merak Relaxing Centre Enterprise (MRC)
Nature of business	: Services
Industry profile	: Merak Relaxing Centre will establish on 3 March 2020 at Tasik Merak, UiTM Kedah. There are seven partners involve in this business. Our objective is to be the first relaxing centre at UiTM Kedah. The average price students able to pay is RM1- RM20 per service.
Business location	: Tasik Merak, Universiti Teknologi Mara, Kedah
Date of commencement	:03/03/2020
Factors in selecting the proposed business	: a) To reduce stress among UiTM Kedah students according to statistic of survey results. b) Based on survey collected, the result shown that students willing to pay for this service in order to gain profit.

Future prospects of the business

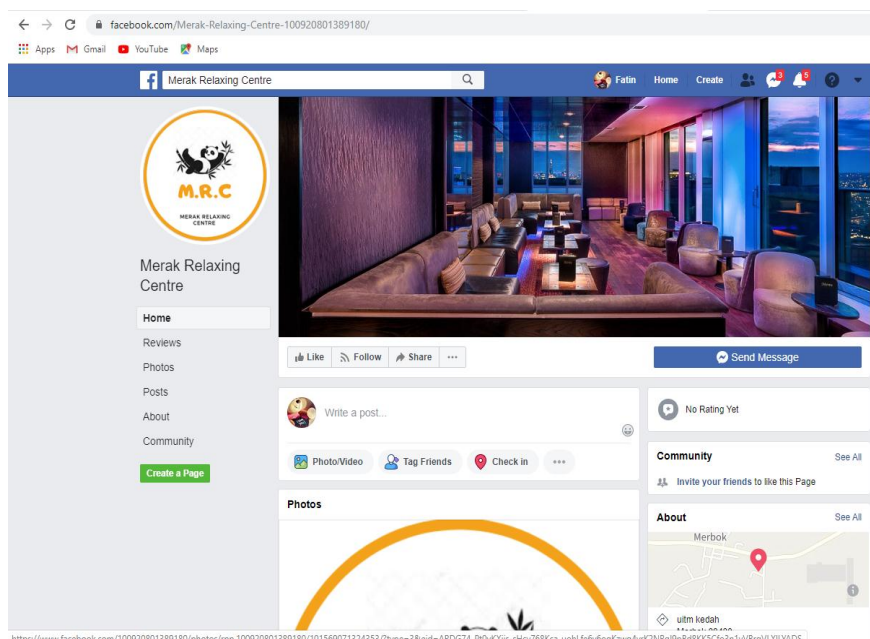
: a) Our target is to make collaboration with Gintell and Kulim Hi-Tech Park Sport Centre to widen our business.
b) Provide excellent services such as massage, gym, home theatre, and gaming to reduce stress among UiTM students.

1.2 Purpose of Business Plan

1. To convince relevant parties of the investment potential of the project. Investor will know about our plan and they will be more confident and put high trust on us to invest on this business.
2. As a guideline for managing the business which is more specific and will know step by step on what to do in future.
3. To allocate business resources effectively by playing an important role in allocating resources throughout a business so that the company can meet the organization goals.

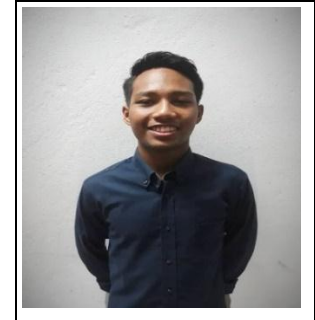
1.3 Business Background

	Name of the business	: Merak Relaxing Centre Enterprise (MRC)
	Business address	: Tasik Merak, UiTM Kedah
	Correspondence address	: Blok Pentadbiran, Universiti Teknologi Mara (UiTM Kedah) Peti surat 187, 08400 Merbok, Kedah
	Facebook page	: Merak Relaxing Centre
	E-mail address	: -
	Telephone number	: -
	Fax number	: -
	Form of business	: Partnership
	Main activity	: Services
	Date of commencement	: 3/3/2020
	Date of registration	: 15/10/2019
	Registration Number	: In Progress
	Name of Bank	: -
	Bank account number	: -



1.4 Partners Background

1.4.1 General Manager



Name : Muhammad Asyraf Bin Nazman
Identity Card : 990609-02-5853
Number
Permanent Address : 2428 Jalan Kebun Sireh, 14000 Bukit
Mertajam, Pulau Pinang.
Correspondence : 2428 Jalan Kebun Sireh, 14000 Bukit
Address : Mertajam, Pulau Pinang.
Email Address : muhammadaysrafnaz99@gmail.com
Telephone Number : 016-3483090
Date of Birth : 09.06.1999
Age : 20
Marital status : Single
Academic : Diploma In Business Study (expected
qualification : graduate on 2020)
Course attended : Innovation Competition 2017
Skills : -
Experience : Receptionist
Capital contribution : -