



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SUPER CAR RENTAL ENTERPRISE

(ENT 300)

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EXECUTIVE SUMMARY

We came to a conclusion after we conducted an extensive research on the available business all over the country; we have agreed to start a company which makes car rental services. The company is named SUPER Car Rental (SCR) Enterprise, which is located at No. 1, Jalan Upaya, Kg Aman, 80350, Larkin, Johor.

In order to execute the respective business, business plan are needed to be established which includes the four major aspect of the plan that includes administration plan, marketing plan, operational plan and also financial plan that are needed to be consider. It is very essential and important to predict the viability of the respective business, also to forecast the success and marketing strategies that can be proposed in our business.

The administration plan of the company is to give an assistance to manage the overall business by achieving the respective objective and goals. The. As organization manager will be managing the identified business activities in our car rental service like keep in data about or service and manage the salary for worker. For example, preparation of accounts, making sales, record keeping and others.

In the marketing plan, the manager must have knowledge of the target market and customer that prefers the services. The managers are also to manage the budget and make research regarding strategy to promote our business based on the six "P's" and also to maintain the relationship between company and customer.

The operational plan capable and able in helping the organization to determine the operational process in making car rental services. The manager has to prepare the operational schedule in order to enhance the smooth flow of operation especially when the customer want to return and rent the car. Profit or loss for that year can be determined for the current year.

Another crucial plan is financial plan, whereby all financial information in the administrative, marketing and operational plan will combine into an account for determining business cost. This is essential in order to prepare trading profit and loss account and to measure the cost that we have to cover. We hope the guidelines provided are sufficient in order to start the business and hope for the business plan to be accepted.