



**UNIVERSITI TEKNOLOGI MARA**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**TITLE:**

**I- CAMPUS TUITION CENTRE**

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The business plan was completed with full cooperation between group members. They are;

- i. Glenn Eric Ringib
- ii. Robica Anak Kalong
- iii. Miceelle Bau Brau
- iv. Sharifah Najian Binti Wan zain
- v. Franklin Anak Gimam

Not forget, great appreciation for the rest of staffs that involved for helping us providing valuable and the information needed. A very thank you also goes to everyone that helps us to complete this business plan.

Thank You.



### iii) EXECUTIVE SUMMARY

The name of our company is i- Campus Tuition Centre. Our major business is educational business by providing services or advance knowledge to student. This business has been decided on the form of partnership. Each partner contributes certain amount of capital as agreed in agreement.

We agreed that Glenn Eric Ringib as the General Manager, Sharifah Najian Binti Wan Zain as Marketing Manager, Franklin Anak Gimman as Operational Manager, Robica Anak Kalong as the Administration Manager and Miceelle Bau Brau as the Financial Manager. The selection of the General Manager is based on the consensus among all the partners and selected based on experience, skills and ability.

The management team will lead by the General Manager and assist by all other manager. General Manager is responsible in planning, leading, controlling, and organizing the business. Marketing Manager is responsible to marketing plan, identifying the customer's need, identifying the competitors, target market size and forecast the future market. Moreover, Administration Manager are responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Operational Manager are responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. Financial Manager is responsible to the financial matter such as preparing the budget and financial statement for expenses for each department and controlling the flow of the money of the organization.

## **1.0 BUSINESS PLAN**

### **1.1 INTRODUCTION OF BUSINESS PLAN**

**I- Campus Tuition Centre has decided to venture into services business that providing educational services to student with hope to be successful tuition centre in Sarawak especially in Kota Samarahan.**

**We agreed that we want to start a business with educational service in Kota Samarahan because of the demands and needs from the student in this area.**

**Apart from that, we were discussing on the company name. We agreed that our business name as i- Campus Tuition Centre. We choose this name because we provide an educational service to students around 12 to 17 years old.**

**All partners had agreed as stated in the agreement letter which consist certain amount of capital. This capital contribution will be use to start our business and we also agreed to loan certain amount of money from financial institution to backup our contribution.**