



اَبُو بَكْرٍ يٰمَعْشَرُ اِنْ كُنْتُمْ كٰفِرِيْنَ  
UNIVERSITI  
TEKNOLOGI  
MARA



**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN CIVIL ENGINEERING (EC110)**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**ECR ENTERPRISE**

**ECONOMIC CAR RENTAL**

**PREPARED FOR:**

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## **ACKNOWLEDGEMENT**

Firstly, praise to Allah for giving consent to our team for successfully completing our business proposal for ENT 300.

Our team accepted the challenge and overcome all the pain that we went through during this project. because of this project, we have a lot of new knowledge from this subject. we can improve our abilities in this business.

We thank our lecture for giving moral slide and helped us to set up business in this proposal.

We also want to thank our parents for giving encouragement to us when we had a problem. We also want to thank our friends from the class J4EC1102F as willing to work and willing to share ideas among the many classmates led to a strong bond of friendship. We also want to thank the good roommate as willing to help us when needed.

Lastly, we would like to thank his teammates, Muhammad Fazrul Haqqem bin Mohd Yusoff Ahmad Afif Irfan bin Ahmad Marzuki, Muhammad Aiman Syauki bin Rozlan, Muhammad Amirul Hakim bin Abd Razak, Ainul Hayat bin Zainal Abidin as willing to go through all the afflictions us when we set up this project. Thank you

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## **EXECUTIVE SUMMARY**

ECR Enterprise is a company that rents vehicles to people in need, especially tourists who want to visit tourist places in Malaysia. Our business is located at Pekan Pandak Mayah, Kuah, Langkawi. We would rent a shop there for our office.

As there are many companies that provide car rental service, we want to start a company that can attract tourists to rent a car in our company.

Moreover, we believe that we can compete with other companies in the past few years. This is because the present-day tourists are always moving from one place to another using public transport. This is because they do not get info about their service or car rental they prefer to use public transport. We will make them so interested in using our services. we also want them to feel comfortable when using our services.

We, ECR Enterprise, saw the opportunity that this business has the potential of success provide that it is handled efficiently. The people have always needed vehicle to move from one place to another. This is because vehicle is one of the important things in our lives.

## **INTRODUCTION**

**Name of Business:** ECR Enterprise

**Nature of Business:** Car rental services

**Industry profile:** Rental industry

**Location of the Business:** No.24, Jalan Pandak Mayah 2, Pekan Pandak Mayah,  
Kuah, 07000 Langkawi,  
Kedah

### **Date of the Business Commencement:**

Our business will begin to operate in 1 march 2017

### **Factor prospects of the business:**

We choose this business because it's make a high profit although it may take several years and we think we can expand future expectation. Besides that, we can attract tourist to come over because we provide better services and reasonable price.

### **Future prospect of the business:**

this business has good future prospect. It is because it has highly demand because we preparing new and unique services and it differs from other services. In four years in the future, we have always believed that our car rental company will grow bigger and the number of vehicle will increase. Plus, in ten years in the future, our next goal is to have our company to be the top in car rental services so that all the people in Asia will know us.