



## **“Smash Your Way”**

**FACULTY OF CIVIL ENGINEERING**

**MARA UNIVERSITY OF TECHNOLOGY**

**CAMPUS SAMARAHAN II**

**SHUTTLE SDN BHD**

**PREPARED BY:-**

<b>MOHD HAMEEZ EKHWAN BIN KEMIS</b>	<b>2012635846</b>
<b>MOHAMMAD IZZUDDIN BIN JOAN@JOHAN</b>	<b>2012694312</b>
<b>SABUDDIN BIN SAHARUDDIN</b>	<b>2012296454</b>
<b>SUNARDI BIN SUTARMAN</b>	<b>2012616308</b>
<b>MUHAMMAD HAZIQ BIN HADI</b>	<b>2012244454</b>

**PREPARED FOR:-**

***MDM ES FARINA AMIZA***

**BUSINESS PROPOSAL FOR ENT300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

## LETTER OF SUBMISSION

Diploma in Civil Engineering,

MARA University of Technology,

Campus Samarahan 2,

96400 Kota Samarahan,

Sarawak

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Madam Esfarina,

Lecturer of ENT 300,

MARA University of Technology,

Campus Samarahan 1,

96400 Kota Samarahan,

Sarawak

Madam,

### **Submission of Business Plan Proposal (ENT 300)**

Allude to the subject stated above hereby we submit our final project plan for ENT 300 course.

2. This business plan was completed according to the guidelines and requirements given related to the course. It is also done in reasons as a guideline for managing business, as a key

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## Introduction

- **Name of the Company** : Shuttle Sdn. Bhd.
- **Nature of business** : Our nature of business is sport, which is badminton. We provide a satisfying badminton court for renting purpose in the district of Kota Samarahan. This will attract the residence of Samarahan to play badminton and live a healthier life.
- **Industry Profile** : Our business is being form by company entity.  
We are choosing this business because we can see an opportunity that the badminton court renting service that are provided by others are low.
- **Date of business commencement:** Operate on 5<sup>th</sup> October 2016
- **Factors in selecting business** : We choose this business because there is a huge potential in providing comfortable sport place for our target market. Even though there is an existing business that provides the badminton court renting service, we believe that we have competitive advantage on this business. From our observation, the existing badminton court rental in Samarahan district is not satisfying their customer besides it is far away from the educational institution.

## **ACKNOWLEDGEMENT**

First and foremost, ALHAMDULILLAH, praise to ALLAH S.W.T for giving us opportunity, health, effort and allow us to complete this final project for ENT 300 subject. All of the group members would like to give a big thanks to our lecturer Madam Esfarina for her guidance, patience and encouragement throughout the study period. Without the help of Madam Esfarina, for sure our group will not able to complete this project successfully.

Throughout this project, not only team work was built but also priceless knowledge was gained to be practiced now or in the near future. Therefore, big thanks and compliments should be given to all members of SHUTTLE Sdn Bhd for giving the best cooperation towards the completion of this project. Hopefully, all of the knowledge and experience can be successfully applied in the future.

Not forgetting our parents, thank you very much for continuously supporting, motivating and encouraging us from behind and also for helping us in financial and moral aspect. We will surely use it wisely.