



اُونِيُوَرَسِيْتِي تِيْكَنُولُوْجِي مَارَا

UNIVERSITI  
TEKNOLOGI  
MARA

## **BUSINESS PLAN:**

### ***QUIKEE EXPRESS***

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## **Submission Letter**

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**3 March 2010**

Dear Ms,

### **Submission of Business Plan**

We are hereby would like to present our business plan that is about auto service that is called as Quickee eXpress. This business plan was made to fulfill the requirement of fundamental of Entrepreneurship course (ETR300).

## **EXECUTIVE SUMMARY**

Quickee eXpress is a start-up organization that offers a complete car repair service as well as a full-featured retail parts store. QX will grow into a business with outstanding sales by year three.

### **The Concept**

The auto repair market has a lot of competition; however, almost all only offer service. QX will differentiate themselves by not only offering a hassle-free repair service, but a fully stocked parts store. Not only will this serve a wide range of customers for both service and parts, but the parts department will support the service department by allowing the service department to turnaround jobs far faster than the competition with generally all of the needed parts in stock and on location.

Lastly, QX offers unlimited shuttle service for repair customers making the entire service experience as painless and convenient as possible.

QX will attract and maintain a loyal customer base through their customer-oriented focus on business. All employees are trained and held responsible for providing superior service, developing a long lasting trust bond with customers. This is very important, especially in the

QX is an exciting business opportunity that addresses the unmet need of having a full service auto repair facility that also has a complete retail parts center. These distinct but complimentary services will have benchmarked customer service, something

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## 1.1 INTRODUCTION

According to the book, Fundamental of Entrepreneurship, Business Plan is written document that serve as a blue print and guide for proposed business project that one intends to undertake. As well explained in the book, Business Plan indicates business activities needed in establishing and running the proposed, for example details product of service.

Besides that, business plans also the platform for a business owner to measure success in meeting stated goals and objectives. Last but not least business plan is also an idle tool for obtaining a loan lending agency, or for attracting venture capital, allowing those institutions to review the background and details of the business for loan approval and investment decision.