

MARA UNIVERSITY OF TECHNOLOGY

ARAU CAMPUS

DIPLOMA IN CIVIL ENGINEERING

ENTERPRENEURSHIP REPORT

(ETR 300)

CLASSIC BOWL

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INTRODUCTION

Malaysia is a developing country and we have achieved lots of progression lately. Lots of new technology comes in and our economy is increasing. Unfortunately, the economy sectors are majority monopoly by the Chinese compare to the Bumiputeras. Therefore, our government had made a proposal to encourage Bumiputeras entrepreneur to participate in business field. And due to this, we decided to open our business, Hello Enterprise to face the challenge.

Hello Enterprise will be formed at Kayangan Square, Kangar by 1.5.2003. The location is chosen since it is a strategic area where it is located in the middle of city center. It is also surrounded with many facilities.

This company is running a business of bowling games, besides that it is also open for membership club and for bowling tournament among schools and publics. It is a potential business to develop because it has lots of potential now and in the future. It also gives great return if managed systematically.

By joining this type of business field, we hope to produce new talented bowlers. This is because our target is to expose bowling more to public and to be recognized by everyone no matter who are they.

Lastly, we hope this business will be successful and this business will generate new competition among Chinese entrepreneur.

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