



UNIVERSITY OF TECHNOLOGY MARA

SAMARAHAN CAMPUS

SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

“RAZO NET”

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SUBMISSION LETTER

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Sir / Madam,

RE: SUBMISSION OF BUSINESS PLAN

RAZONET 19 OKTOBER 2012
The Communication People.

As a representative of our company, RAZO NET, I would like to submit our business plan for your evaluation and further action. We are very appreciating and grateful of your motivation, advice, teaching and support towards all of us during the journey to accomplish this business plan. Furthermore, you have anchored us towards goals and objective of the preparation of this business plan until finally, we have completed this assignment according to the time that given and as scheduled.

Our group's perception towards ETR300 had given us the exposure and clear picture of how to start a business if one day soon we will totally open a business. In addition, this experience is quite important to us and also for those that attracted to business after graduated. This method could be the protector of the unemployment students after graduated.

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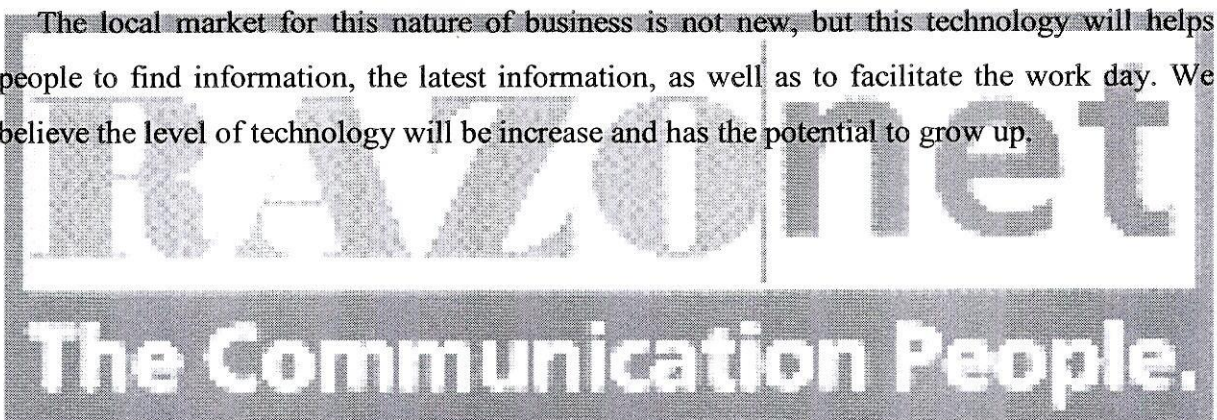
EXECUTIVE SUMMARY

Our company, RAZO NET is a new company that is in the process of being formed as a partnership owned and operated by 4 Bumiputra shareholders. This business plan is written as a guide for starting and managing this new business.

This plan projects growth and increasing net profits over the next three years. This plan is being implemented in conjunction with a detailed marketing, operation, administration, and financial plan to ensure that RAZO NET will be a profitable venture for the owner and its investors.

The key to be success for RAZO NET are marketing and networking, responsiveness and quality, and generating repeat customers. Also, we always look forward and always ready to compete with others company.

The local market for this nature of business is not new, but this technology will helps people to find information, the latest information, as well as to facilitate the work day. We believe the level of technology will be increase and has the potential to grow up.



CHAPTER 1: INTRODUCTION

Our company RAZO NET is a cyber net that provide services to facilitate and pleasing the customers in completing their daily tasks cause. We believe that, with the establishment of this company can open a new chapter to the customer in completing tasks and their problems.

The location is important. So, we have chosen to base our company in Kota Samarahan. It is not far from resources where our suppliers are located not far from us and our target market is wide, considering the population within 3 kilometers radius of our company is an estimated figure 88,000 people. With 3 higher learning institutes, we believe is a strategic location as our target market are university students.

A company with good management skills of planning, organizing, leading and and controlling is important especially when a new company like our venture into business. Supported by effective marketing strategies executed, smooth flow of business operation, and good administration of the company, we believe we are capable in offering quality service to pull in more customers and getting their royalty.

We have looked at our competition and there may be a number of substituted who deal with the same nature of business as our company but our direct competitors is only two others company. With the vision and mission in mind, our company is set to be strong willed and try to enter the market and eventually dominate the market share in the long term.

Company logo

