



UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**BUSINESS PLAN**

**CYBERNERY COMPANY**

PREPARED BY,

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## **Executive Summary**

Our business that is “CYBERNERY COMPANY” is a business that is provide a multi service to our customers. The concept is come from two different business that already in the market, that is stationery shop and cyber cafe.

We got the idea to combine both of this business and locate it at university which most of this services is needed and we believe that the majority of our customers is a student. Cybernery Company is consist of two partnership business whose will hold different task and responsibility and also contribute same amount of capital in order to manage our business. From what we have researched, observed and experienced in long term, we had decided and plan to run this business as we can see the wider market of this business in the future.

Apart from that, we discovered that there are fewer competitors that involved in this business but with our experienced, we take this as opportunity to expand our business and making improvement in this business future by combining both Stationery and Cyber cafe concept become one business that we called as “CYBERNERY COMPANY”

Moreover, with all the customer need to achieved their good results and achievements, we tried to create an idea which can solve the overall problem at a time and satisfied our consumer by giving good services and selling stationery that required by the customers with reasonable and affordable price plus good quality.

Since our business already have in the market, we need to do the improvement and consider many aspect so that or business is able to compete in the market and in the future as well. We will upgrade our business and make improvement overtime.

Thus in conclusion, we hoped that Cybernery Company will be well known in the market especially among the students and able to provide greater services overtime with the great ideas and creativity to expand this business and satisfied the consumer. We believed that this business have high demand in the market as the student and workers population increase day by day. Lastly, we hoped that our idea will achieve a good achievement and become the benchmark for those interested in this business.

## **Introduction**

Our business name is Cybernery Company. We create this name based on the combination of cyber cafe and stationery store. Our business main activities are selling stationery and providing printing, binding, photocopy, laminate and internet services to our customers. Our business is located at UITM Sarawak Campus Samarahan, Jalan Meranek, 94300, Kota Samarahan, Sarawak. We choose this place as our business location because it can be considered as a strategic place which our business can attract attention especially by university students as our main target are the UITM's students.

Cybernery Company is founded by two partners which are Miss Nur Syafiqah binti Baharuddin as the General Manager, Administration Manager and Financial Manager while Miss Safarini Anak Buhan as the Marketing and Operational Manager.

From our review, students nowadays are living a hectic life with their assignments as they need to complete everything on a specific time, but the problem is they don't have time to go outside the university to find a stationery shop or cyber cafe that provide the services and goods that they needed. From what we have observed, we find that they got this problem due to slow internet connection and poor phone line connection in the university at time that they most needed. Furthermore, a student can't afford much for the mobile data, due to many things are more important. In the end, we got the idea to solve their problem by planning this business. We combine our ideas by opening a stationery shop and cyber cafe which we called as a one stop student centre which all the services they needed is provided. This will catch the eyes of people who faced the same problems.

What is good about this business that people don't have to waste their time to find other shops as they only need to come to our shop and get the services they need. Moreover, it is very near especially the UITM's students, they don't have to go to Desa Ilmu or Summer Mall to find all these services and they can go anytime they want instead of wasting their time going outside only for getting the services or goods they needed. To conclude, we try our best to catch their attention by giving the solution to their problems and fulfill their need and satisfaction.

## **Purpose/s**

The purpose of this business entrepreneurship plan is as the first step as a module before starting a business. This business plan is very important to a new company like CYBERNERY COMPANY because it may help us to maintain our business longer in the Malaysia market.

The purposes of doing this business plan are :

- i. To show the financial strength of the company especially when applying for loans and to convince the investors toward providing funds or other financial institution.
- ii. To fulfill one of the terms and condition that stated in ENT300 project.
- iii. As a guideline for us in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies, target market and even long term goal.
- iv. As a master plan of an organization that necessary to calculate the effectiveness on running such business.
- v. It is also prepared to state clearly the information of the certain authorities' parties to get permits or other facilities in the mean of formation of a business.
- vi. This business plan can be utilize to convince the suppliers the ability of paying back on credit and the ability to carry out a project of services from customers or the tender board.
- vii. To improve any weaknesses arise by comparing the actual performance of the firm with its master plan. It is to see whether its is a favourable or unfavourable situation.