



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**IDENTIFICATION OF BUSINESS OPPORTUNITY**

PREPARED BY

**FACULTY AND PROGRAM: CHEMICAL ENGINEERING**

**SEMESTER : 1**


**PROJECT TITLE : BUSINESS PLAN**

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## **Executive Summary**

### **Our mission**

Laptop renting and services offer to the university residents to borrow laptop with the affordable rent and maximum quality of laptops. Other than that we provide printing , binding etc services. Our team will ensure students finish their assignment as smooth as they can within the time given.

### **The company and management**

Laptop renting and services is held inside the university Teknologi Mara itself. The company is owned by the students of chemical engineering.

The management of the business consist of co-owners that is:

1. Janellyson Wilson
2. Hafizah Natasya Amat Lin
3. Canisius Bin Linang

All partners will be taking hands on management roles in the company

### **Our services**

Our customers are university residents who wanted to finish their jobs or assignments that uses laptops and other services. Our services are including:

- Laptop Rending
- Printing
- Binding
- Laminating

### **The market**

Based on our researches, the market demand for this types of services is very high. This will make our business very profitable

### **Our competitive advantages**

While there are currently some business having the same services, our company is the only one to offer university residents to rent laptops. All of our employees are also friendly and kind.

### **Financial projections**

The salary for each of the co-owners is RM1200. On start up we will have one trained employee and expect to hire one more once financing is secured.

### **Start up financing requirements**

We are seeking an operation line of RM50, 000 to finance our first year growth. Together , the co-owner have invested RM10,000 to meet capital requirements

## **Introduction**

1. Name of business: Laptop renting and printing services
2. Nature of business: laptop renting and printing services
3. Industry profile:
4. Business location: Pusat Pelajar UiTM kampus samarahan
5. Date of commencement: 1 january 2016
6. Factors in selecting the proposed business:
  - a) to help students finish assignment
  - b) the needs of laptop to do assignment is high
  - c) profitable because our company is the first to offers students to rent laptop in the area
7. Future prospects of the business:
  - a) To open a new branch at UiTM Kampus 2
  - b) To be recognised in this nature of services especially in Kota Samarahan.
  - c) To be known in online industries.