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1.0 EXECUTIVE SUMMARY

1.1 Introduction

Se7en Car Accessories provide variety types of car accessories including a installation service to our customers. We are a newly formed business under partnership that established on 2015. Our business is located at Inanam, Sabah and we're targeting the people in that area as our potential customers. The focus in this business plan will be our "Anti Collision Laser Mark" that we newly produced with objective to reduce the car accident rate in Sabah.

Based on our observation, the rate of accident in Sabah are increasing and we aimed to reduce that number by introducing our new invented product in the market. The laser lamp will help the drivers during the hazy, foggy or rainy day to have a clear vision about the car in front of them so that collision won't easily happened.

We're invented this new product with expectation that our user will experience benefits from the laser mark. It brings a lot of benefits especially to those who drive long distance in the area that have a chance of foggy and hazy. Our Anti Collision Laser Mark has been acknowledge and approved by the government for its benefits to the user. This is to ensure and convince the public to use our product.

2.0 PURPOSE

This Business Plan is prepared to convince the external user such as the potential investors, creditors and financial institution about the credibility of our business. Since Se7en Car Accessories is a new business, capital is needed to embark our business so that it could be accessible in other area. In addition, this business plan will be used in order to apply for a loan application in the future if needed. Financial institution will rely to the business plan before approving any loan applied.

We also use this business plan as a guideline to our partner in order to achieve our vision and mission stated in the plan. Members can revise the business plan anytime when problems occur and set the target to success. Since all the information about our firm is stated in this business plan, any information can be easily accessed by the partner. This plan is also used as a guideline for the agreement made between the partner and any information related to it since the agreement is also included in the plan.

To summarize everything, this business plan holds a lot of purpose for the internal and external user. The major part of it contains Administration Plan, Marketing Plan, Operational Plan and Financial Plan that explains deeply about our company and our focus product which is the Anti Collision Laser Mark.