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اوبورسيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF BUSINESS MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCE MANAGEMENT  
(BM243)**

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**(ENT 530)  
PRINCIPLES OF ENTREPRENEURSHIP**

**BUSINESS PLAN :  
ECO-AUTO SPA**

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## 1.0 INTRODUCTION

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- 1.1 Name of Company :** Eco-Auto Spa Services
- 1.2 Nature of Business :** We provides vehicle cleaning services for people around the premises at an economical price. The services we offer are affordable where customers can choose the special packages available and become our club members to get cheaper prices.
- 1.3 Location of Business :** No. 37, Ground Floor, Jalan Kristal L7/L, Seksyen 7, 40000 Shah Alam, Selangor.
- 1.4 Date of Business Commencement :** August 2018
- 1.5 Future prospect of the Business :**
- 1) To widen the target market. We want to open a new branch in another state location.
  - 2) To introduce our vehicle cleaning services as well-known services in Malaysia. With the professional services that we provide, customers can enjoy clean and shine vehicles at reasonable prices. A great place to wash your vehicle!
  - 3) To have a highly demand in the market and be able to compete with others competitor that existed in the market nowadays.

**Financial Information**

We intend to present our business plan to an external audience such as investors and banks whereby we are preparing for each part of the business such as our objectives, details of the history including financial records.

**Bank**

In terms of allocate all resource throughout the business, we have giving a target whereby we allocate sufficient resource to achieve it. We want to provide funds through current cash flow. Even though, it is a part of a rolling process.

**Customer**

By outlining the goals and how we can achieve them, customer desire is our priority. We do market research in the business plan whereby it based on customer demands. As a view of result, we provide exclusive package that appropriate with customer requirements. Despite that, there still have various types of potential obstacle such as operation cost and so on. This effect can change our market. To prevent from those things happen, we solve it by preparing operational decision and remain in line with the overall business strategy.

**Supplier**

To obtain a strong relationship with the supplier by create the social satisfaction among customer. We tend to have a good quality supplies of materials and machine equipment.