



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
"FIX & RE KUSYEN"

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FIX & Re “Kusyen”

1.0 Executive Summary

Committed to providing a quality and affordable fix and repair sofa to our customer, the Fix & Re Kusyen define in this business plan is a start-up venture launched by a partnership between four partners. The centre is licensed to fulfil the customer’s satisfaction and comfort ability which leads to build a better living and happy family. By maintaining our quality, our projected to achieve full enrolment and generate over **RM154, 020** in profit in the third year of operations.

We confident to run this business field where we can achieve our business target. Our priority is to make customer satisfaction and comfortable.

FIX & Re “Kusyen”

1.1 PURPOSE OF BUSINESS PLAN

Firstly, the main purpose of business plan is for guideline for members of Fix & Re Kusyen for the on going of the business. In business plan, we are also stated rules and regulations in that will be regulating in our business.

Secondly, this business plan is to evaluate the project ability and growth potential. It helps to ensure we can achieve our level of competence in business field because we already calculate possibility of profit and loss in this business plan. In addition, it also helps our performance done systematically.

On the other hand, this business plan acts as guideline for operation. It ensures production and process carry out in Fix & Re Kusyen are according to plan that we have listed in this business. Business plan are also purpose to identify our sources of financing, possible income and operating expenses in order for our business to be feasible in the future in term of finance in the future in term of finance.

Furthermore, this business plan helps us to identify the business opportunity in conducting this business. It makes us easier to determine our business objective and focus on achieving the business goal.