

UNIVERSITI TEKNOLOGI MARA (UITM)

ETR 300  
FUNDAMENTAL OF ENTREPRENEURSHIP

RDRY CAR RENTAL

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## **Executive Summary**

Our company's name is RDRY which it are our four initial names. Our company nature of business is related to car a rental service which is gives services to students who are our target market. Starting with the administration plan, our company is located at Indah Permai Sepangar which is the best location for our car rental services to operate. Why the location is the best for our car rental services? This is because Indah Permai can be describing as the heart for the institute high educational students to do their rutin. The company also able to planned the best conditions and working scheme for the employees to work.

Our main business is renting cars. We will try to give the best services to our customers which in term of service, rates, quality of cars and so forth. Although we only provide four cars but in does not mean we cannot compete with other competitors. Our car rental services is very useful for those who are students that almost always they need a cars to do their task such as do their assignment which required a car to complete their research. So that basically why we are open car rental services at Indah Permai.

In term of our management, our management is not very complex, our company has one manager for each department and of course there will have a general manager as our head in the company. Each manager for each department has their own responsibilities and each of them has their own assistant. In time to time, we will have meeting pertaining the issues that occurred and we solve them and make consensus decision.

Our company business market is till new so our target market still does not recognize us but however our company will try to figure it out what will makes customer know our existence in this car rental services business. Our company wills try varieties of marketing strategies to persuade customer to use our services. We have competitors which are tough competitors but we still compete with them. We have also our own monthly sales forecast indicates how much we will get the revenue every month and yearly sales forecast as well. In order we want to ensure we are on the right track of budget plan, we have our own marketing budget.

Our company has its own financial plan. Financial plan is combination of the entire budget from the operation budget, administrative budget, and marketing budget. This financial indicates our business whether it is towards downwards or upwards from the result of the graph measurement. Form financial plan, we basically able to identify where we must change if there is downwards sign and for the upwards sign of course it is good enough to have such car rental services business.

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## 1.0 Introduction

Car rental is an integral part of many people's travel plans and is used all around the world to travel from one place to another place. It could be whether travelling on business, journeying with the family or simply on holiday wanting to explore, car rental services are extremely helpful. Nowadays, car rental have become one of the important items in business as transport have become a major mode of people movement. Most people still not own a car but yet they still need a car so that they can make it faster to reach a destination. This is especially crucial to students where they need to complete their assignment because nowadays students are exposed to study about the outside world, not only inside the campus. Today car rental services are continuously improving. Car rental outlets are now present in every major airport in the world, even in minor airports a car hire desk is never far away. In addition the majority of settlements will also have rental facilities, servicing the needs of travellers for all manner of reasons. Due to this demand, we discover the opportunities to open a car rental service and we name it as RDRY Car Rental. We aimed to capture this business opportunity to increase our income as well as to help other person who needs our services.