



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

PARTY POPPERZ COMPANY

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EXECUTIVE SUMMARY

Our Company name is PARTY POPPERZ. We run our business as an Event Planner for any party events such as weddings, birthdays , anniversaries, engagements or other events. Event Planner Business had just opened in Penampang region last year and it has been pleasure to serve our customers with fine decorations and meaningful memories created during those events. Many people would come to us for our services because they are satisfied customer.

Our business location situated at Kepayan ridge near Lucys Kitchen whereby it is near to the residential area. We open our business here because it is strategic and many middleclass income people lives here. They can come to our office by 9am and close by 5pm if they need to acquire our services.

We are prospecting to increase 1% and 4% sales of our business on second and third year respectively.

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1.0 INTRODUCTION

The name of our company is party Popperz event planner. This event planner is a business that provides services to the customer on the decorations for the party or any event. For example, weddings, engagements, birthday party and other with packages provided with the combination of several services.

Our target customers are people around Sabah and at the same time to focus on middle class income customer. This is because, by referring to the middle class income customer, our company can fulfill their needs and demand in make a fun, enjoyable party and event. On the other hand, to ensure our customer will not forgetting and will enjoy the moment after the party or event.

Our business will operate at the Jalan Pintas nearby Taman austral park Kepayan, Kota Kinabalu. We choose Jalan Pintas Kepayan because it is the place where residential area was located.

This business has a high potential to expand. We are prospecting to increase 1% and 4% sales of our business on second and third year respectively.