



اُنْبُوْءٌ سَيِّئٌ تَيَكُّوْا لَوْ كُنْ اَمَّا رَا
 UNIVERSITI
 TEKNOLOGI
 MARA



BRAIN BOX
 empowering students

BUSINESS PLAN

BRAIN BOX LEARNING CENTRE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS PLAN

FACULTY & PROGRAMME : FACULTY BUSINESS ADMINISTRATION
 HUMAN RESOURCE MANAGEMENT (BM243)

SEMESTER : SEPTEMBER 2018 – JANUARY 2019

GROUP : NBH6A

PROJECT TITLE : BRAIN BOX LEARNING CENTRE

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EXECUTIVE SUMMARY

This business is based on partnership where it of five (5) members which hold important position in the company such as General Manager , Adminstration , Financial Executive and Facilitator. The business own capital is RM40,000.00 and the rest RM120,000.00.

Brain Box Learning Centre is a platform that can help to increase the education performance, increase potential to get more excellent result and success in academics for all of the existing students. The tuition class will not only gives basic education and guidance to the group of students in the tuition, but it also enable the student to build more confidence in facing examinations.

Brain Box Learning Centre marketing strategy is to emphasize the product , place, price and promotion. We offer service with fee that is reasonable to primary school children and secondary to achieve excellence in education.

Brain Box Learning Centre will prove system and expertise that be, beside administrative management, promotion, tutor management and schedule good leaners make business being performed increasingly grow. This will give more advantages for us to make our product or service more profitable and stable in the long run.

1. INTRODUCTION

Name of Business:	Brain Box Learning Centre
Nature of Business:	Education
Location of Business:	4B, Jalan Emas 6, Bandar Sungai Emas, 42700 Banting, Selangor
Date of Business Commencement:	1 st March 2019
Future prospect of the business:	It is well-known that most of the parent's cultures in Asian countries are very concern on their children grades. So the parents will send their children to attend extra class / tuition to improve their grades performance especially in core subject such as Mathematics, Science, English and Bahasa Melayu.

PURPOSE

To apply for a loan of **RM120,000.00** from **Bank Rakyat Berhad**

Loan applied	:	RM120,000.00
Processing fee	:	(RM500.00)
Interest	:	6% per annum
Tenure	:	10 years (120 months)
Monthly payment :		RM1,100.00