



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَبَارَا
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BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCES MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)



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In the name of Allah, the Most Gracious and the Most Merciful

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Thank You!

EXECUTIVE SUMMARY

CarVenience Enterprise is a business that can be categorized as Small Medium Enterprise (SME) which provided rental of transportation and to specified is rental of car to the targeted customer. We are expert in managing transportation which is the most important elements to public that require to go from one destination to another destination. CarVenience Enterprise consists of five partnership business whose contribute same amount of capital and will hold different task and responsibilities based on education and previous work experience in order to manage our business.

Through the long term observation, we had planned to set up this business because we can see wider prospect in this sector for the future. In addition, we discover that people are desire for owned car but fail to do that but still have intention to drive car by ourselves.

Apart from that, we have been observed that there are fewer competitors that involves in car rental service. Taking challenge from this issue, we will try beating them by providing quality and affordable price for all public.

Since our company is listed as a new company in the market, it is clear that there are many aspects that we need to analyze and solving issues so that our company is able to compete in the market as there are many people that involved in this business now.

The final that we can conclude , we hope that CarVenience Enterprise can be well-known company throughout the nations and able to provide greater method of rental transportation from time to time. We also believe that the demand of car rental service will increase every year as the increase in human population in this area.

1. INTRODUCTION

We are agreed to name our business as CarVenience. The main activity is providing car rental service which is stated as transportation service. We are providing car rental for customer base on their demand and follow the need of them either require sedan car or Multi Purpose Vehivle (MPV). Our store is located at PT 1977, Persiaran Puncak Alam, Bandar Puncak Alam, 42300 Kuala Selangor, Selangor. The chosen location can be considered as strategic since it is near to the city center and it will attract many people to pass by our place. Business commencement date of CarVenience Enterprise is on 1st March 2019.

This business is founded by five partners. They are Mr Zulfikarnor bin M Naser as the General Manager, Ms. Nur Diyana binti Jamil as the Operation Manager, Mrs. Marelfira binti Mahamud as the Finance Executive, Ms. Fatin Nadia binti Dzulkifli as the Marketing Executive and Ms Noraini binti Ma'Moon as the Administration Executive.

Since we are qualified with managerial skills, we provide the safe, easy and affordable car rental service that can suite with students and public demand. Something different about our service is that we offer in a reasonable price apart from our quality that is undeniable. Students or public can rent a vehicle by the hour, the day, or overnight.

To be precise, the business of car rental rapidly accelerating car rental industry trend that will almost certainly affect your future travels. People nowadays prefer to rental a car when they needed especially among the students.