

FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300

**INTERNET WIRELESS BROADBAND
SERVICE PROVIDER**



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Bismillahirrahmanirrahim....

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I would like to thank both of my ETR300 lecturers that is Prof Madya Norsidah bt Ahmad and Prof Madya Farouk Zakaria for knowledge and wisdom that they gave to us. With useful guidance and critique we could perform this business plan.

To my fellows, Mohamad Ridzuan bin Yusop, Amir Ikhwan bin Mohd and Ezry Syaridzuan Bin Dzulkenaini, I would like to thank to all my partnership of their co-operation and full effort in preparing this business plan. We present this business plan as the reward of our hard work.

Finally, thanks to the all individuals that contribute in this business plan to make it reality.

Regard,

Mohd Nazri bin Mat Hasan
General Manager,
NeoNet Sdn Bhd

EXECUTIVE SUMMARY

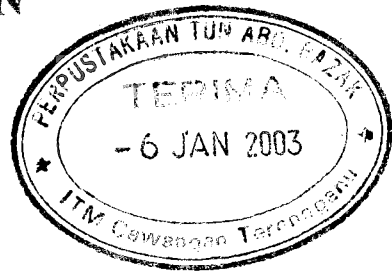
Through the Business Plan prepared by NeoNet Sdn. Bhd, it is conclude that the wireless internet broadband service provider has the bright potential to develop in pace with the existing companies that did not implement the same technology but does providing Internet service.

We are really lucky because we are the pioneer in Malaysia that's provide Internet wireless broadband service and also in cheaper rate compare to another ISP (Internet Service Provider).

According to the marketing plan and target sales, the service has the high demand by customers among the government sector (school) because we does offer the perfect replacement for slow Internet connection that always faced by people at this region. We also had been chosen by professional who desire the Internet connection wherever he want as long as they are in coverage area.

Our goal is to make this service around Malaysia because we believe that with knowledge and skills that we have, we can make it reality.

1. INTRODUCTION



1.1 Name of the business

We have a problem in choosing appropriate name for our company. It's because, we know the name of the company is important, mostly to our customer so we don't take it for the granted. We want the name must be 'inspiring', 'motivating' and 'using the latest technology towards the future'. At last, Nazri suggested the name 'NeoNET' and all the company shareholders agree with that name. So, our company name is NEONET SDN BHD.

1.2 Type of business

Our main business is providing high-speed Internet connection using wireless broadband technology to home user, company, school and others. We also providing package in network solution technology.

1.3 Industry overview

We are providing Internet connection to any users who want our service and providing network solution, mostly to corporate and large business. So, our business is categorized under electric and electronic component and service.

1.4 Location of the business

Kota Bharu is a suitable place to us to start the business. It's because, in Kota Bharu, there are no company that yet start business like this so, we can be the first company who providing this service.

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