

# BUSINESS PROPOSAL ENT 300

**COURSE**                                    **FUNDAMENTAL OF ENTREPRENEURSHIP**  
**COURSE CODE**                        **ENT 300**  
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## EXECUTIVE SUMMARY

Wheel Zone Pro Centre is a business, established by six members, in the form of partnership in business. Each of the members is responsible to the department created in the business. The business is located in Shah Alam as for the headquarter and UiTM Shah Alam will be the first lucky university for us to run our business. Our expectation is to expand our business to all universities in the whole country.

We have decided to run our business in Shah Alam due to the reason that Shah Alam is one of the educational cities. UiTM Shah Alam is the first market place to be chosen because, based on our observation there is no wheel-based sports equipment renting services exist in the university. So, as a business-minded entrepreneurs, we can use this opportunity to create a very marketable business especially among universities students.

Wheel Zone Pro Centre provides wheel-based sports equipment renting service such as recreation bicycles, fitness bicycles, extreme bicycles and roller blades. Based on our survey, we found out that there a high demand from students to rent wheel-based sports equipment in their campus for fitness, social, and health purpose. Thus, we are here to fulfill the needs of the campus community by transforming demands into great opportunity which is in future will be very profitable business. With all these solid facts and reasons, we all have agreed to open up our wheel-based sports equipment renting service called Wheel Zone Pro Centre.