

## **B \_ SINESS PLAN**

**PREMIUM RUSH CO.  
SELLING, RENTING, MAINTAINING BICYCLES**

**PREPARED FOR:  
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## TABLE OF CONTENT

25

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1	INTRODUCTION	13
	1.1 Name of Business	
	1.2 Nature of Business	
	1.3 Industry Profile	
	1.4 Location of the Business	
	1.5 Date of Business Commencement	
	1.6 Factors in Selecting the Proposed Business	
	1.7 Future Prospects of the Business	
2	PURPOSE	18
	2.1 To Evaluate the Project Viability and Growth Potential	
	2.2 To Act As A Guideline For The Management Of The Proposed Business	
	2.3 To Allocate Business Resources Effectively	
3	BUSINESS BACKGROUND	21
	3.1 Vision and Mission	
	3.2 Organizational Chart	
	3.3 Logo and Motto	

4	BACKGROUND OF PARTNERSHIPS	25
	4.1 General Manager	
	4.2 Administration Manager	
	4.3 Marketing Manager	
	4.4 Operation Manager	
	4.5 Financial Manager	
5	LOCATION OF BUSINESS	31
	5.1 Physical Location of the Project	
	5.2 Building	
	5.3 Basic Amenities	
6	MARKETING PLAN	34
	6.1 Marketing Objectives	
	6.2 Description of Products	
	6.3 Target Market	
	6.4 Market Size	
	6.5 Competitors	
	6.6 Market Share	
	6.7 Sales Forecast	
	6.8 Market Strategy	
	6.9 Organization Chart for Marketing Department	
	6.10 Manpower Planning	
	6.11 Schedule of Task and Responsibilities	
	6.12 Schedule of Remuneration	
	6.13 Marketing Budget	

## **EXECUTIVE SUMMARY**

This business is based on partnership where it consists of five members who hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 86 453 where the total contribution of each member is RM 17 291.

As for the business, we are providing services like giving rent and maintaining bicycles. Other than that, we also sell bicycles.

The services mentioned above will be the only services that we are going to provide. The business will be located at Bandar Seri Alam.

To make it more attractive and interesting, we decided to diversify the bicycle in our company. Premium Rush Co has five types of bicycle which are road bicycle, mountain bicycle, cruiser bicycle, BMX bicycle, and tandem bicycle. With this variations customer will have more choices on bicycle that they are interested in.