



MARA UNIVERSITY OF TECHNOLOGY SABAH BRANCH
FACULTY OF ACCOUNTANCY
DIPLOMA IN ACCOUNTANCY

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

GAKUSEI CENTRE

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

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EXECUTIVE SUMMARY

Gakusei Centre is a new company that operated in Malaysia. The name of this company is come out from the imagination by the partnerships members. It shows that how we positioning our products in customer's mind until they can remembering our company's name, simple and easily to pronounce.

As for the business, we are providing a special services for the students. As we go through with the changes of environment, student nowadays easily get bored with activities in place that we called 'student centre'. So, our surveying we conclude that we are going to provide the students with spa, Lcd room, and many more so that student can have fun and enjoying themselves in our centre as well as can relaxing their mind from being stress. Besides that, they can gain new knowledge as we are providing a lot of books, magazines and newspapers that in attractive ways that they can read.

We are starting the business with the total capital of RM167,825 and all of the partners are contributing RM 10,000 each for cash and we are contributing our own assets such as vehicles for marketing purposes costing RM110,000, waffle machine costing of RM 500 each, mixer RM 72, printer RM 238 each and computer RM 4899 and also RM 1378 for freezer. We have five manager in this business which are the general manager, administration manager, operational manager, marketing manager, and financial manager.

Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages especially for the students.

Business plan is necessary to all entrepreneurs. It is prepared to group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.

We are believe that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage with the highest.