



UNIVERSITI TEKNOLOGI MARA
KAMPUS SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

SRI PRDANA ENTERPRISE

PREPARED BY:

AZLIZAN SYAH BIN SAIT	2010939929
REDZUAN BIN RATIMIN	2010932311
NASRUL HAFIFI BIN WAHIPIN	2010574283
LEANORA NOVA ANAK KEREPIKIN	2010736625
SHARMILA BINTI SALIH	2010368249

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of 5 members. The members consist OF AZLIZAN SYAH BIN SAIT as the general manager , REDZUAN BIN RATIMIN as the administration manager , NASRUL HAFIFI BIN WAHIPIN as the marketing manager , LEANORA NOVA ANAK KERIPIN as the operational manager and SHARMILA BIN SALIH as the financial manager. The business capital is amounted to RM 80, 000.00 where the money we loan from sabah credit.

Sri Prdana Enterprise is a company that help student of Uitm Sabah to find accommodation for rent. We choose this business because Uitm Sabah student nowadays facing problem with the limited hostels provided and not all students can get a room to stay. Our business will be expected to commence on 2014 and our vision is to make our company well-known, established and help the students to have places to study and easy go to campus. This will be realized by the full cooperation and efforts among the partners to promote this company.

This kind of business is focus on helping student to get accommodation to rent. We most like middle person between the students and the owner of the accommodation. We will go to Uitm to promote this business.

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INTRODUCTION

House is one of people need in their life and it is cover all type of people including student. House is where you can rest yourself, do what human usually does and for a student house is important where the student can study and doing assignment.

The hostel in UiTM Sabah is limited since to many student in this university, so we decide to make a company that help the student to find accommodation to stay and find housemate if they want to.

The name of our company is Sri Prdana enterprise. We choose this business because it is a very viable business plan based on the following facts:

1. This business is new in the market to people from all students.
2. Besides providing finding accommodation to the students, we also provide them with finding housemate and helping them to move their staff to their new house which will make their problem easier to settle
3. This business is the first and the one and only company in UiTM Sabah that were operating with this kind of business.
4. Based on our observation and experience and some interview some people may don't have enough time to go and find house for them to live therefore their time might be wasted.