



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

SMART CLASS CENTRE

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## **1.0. Introduction**

### **1.1 Executive Summary**

The reason we choose this nature of business because not everybody knowing what we can make with the simple things to become sources of our income. Besides that, we want to experience what if our business came into market share with our creativity and innovative in this nature. We choose our service for teaching Sabah language because we want to make our language known over the world. Our service will not costly because we choose the best and qualify teacher that we trusted.

### **1.2 Purpose of Business**

Same with our company, we want to let everyone know that with the simple thing we can do like teaching tourist and Malaysian people Sabah language. So, our mother tongue will not forgotten by our next generation.

#### **1.2.1 Our main Objective**

- ✓ To realize our short term and long term planning.
- ✓ To evaluate the ability of this business in competing with others competitors
- ✓ To be the best developer in the business nature of language class.
- ✓ To fulfill the requirement of ENT300 subject

#### **1.2.2 Vision**

Vision means the long term of organization. Smart Class Centre seeks to create a comfortable and enjoyable learning environment for students, helping them to excel in the contribute proactively to the society and community. Usually it stated in term of value statement announcement what is the way of business or what is the aspiring to be.

- 1) To be a leader in the field of education by offering high quality language and training programs at a competitive price.
- 2) To get it right the first time – Every time.
- 3) To consistently conform to Malaysian's private education's regulation of our school and exceed the expectations of our clients.