



UNIVERSITI TEKNOLOGI MARA SABAH KAMPUS  
KOTA KINABALU

ETR 300: ENTREPRENEURSHIP

REPORT:  
"TIMES TUITION CENTRE"

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## 1.0 INTRODUCTION

### 1.1 NAME OF THE COMPANY

Our company is known as Times Tuition Centre which symbolize time and number, where it is important in the learning process. Thus we came out with a *tuition centre business*. *Mode of business is partnership*. We use "TIMES" word to attract attention from parents because we are different from other tuition centre where we focus only for one subject.

#### 1.1.1 VISION

To become number one, the best tuition centre in Malaysia.

#### 1.1.2 MISSION

By discovering the potential of each individual and developing one's ability to the maximum, we aim to foster sound, capable people and thus contribution to the global community.

#### 1.1.3 OBJECTIVE

Nowadays the failure of students in mathematics subject is one of the highest percentages in our country. Times Tuition Centre comprise of excellent teachers to assist the students in a small class ratio. Having a small group of students in one class will make it more conducive to both teachers and students. They will find it easier to communicate with each other and it also helps the teachers to recognize students' weaknesses. Teachers can also give their full attention to the students.

#### 1.4 FUTURE PROSPECT OF THE BUSINESS

Our company future prospect will be the student which is poor in their mathematical subject and helping them who want to improve their skills, especially primary and secondary school due to our target market.

#### 1.5 PURPOSE PREPARING BUSINESS PLAN

This business plan is prepared by Times Tuition Centre for several reasons:

- I. It will be the guideline in providing information to enhance the planning and decision making process according to listed objective and more rational considerations in a critical, practical and more realistic ways in managing proposed venture.
- II. To plan, distribute and monitor business resources which included money, men and machine effectively.
- III. To convince supplier and customer for the capability of services and products provided.

#### 1.6 NATURE OF BUSINESS

Our nature of business basically will be on a tuition service to secondary students. The uniqueness of our tuition centre is that we focus on teaching mathematics subject. The reason is we want our students to give their full attention on learning mathematics.