



**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**SABAH**

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

**TORQUE CUSTOM**

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# INTRODUCTION

The name of our company is TORQUE CUSTOMS. As the name sounded, we are specialized in customizing cars and provide quality accessories for our client's car. In this new millennium world, people are growing along with the modernization and this goes to their mobile as well.

Our target customers for the time being are people around Sabah and Brunei Darussalam. This is because Sabah and Brunei Darussalam have a high interest in car customization. In addition, we also supply parts to Brunei Darussalam because this is our first step to involve in the International business arena.

Our business operates in Kota Kinabalu Industrial Park. We choose these places as our location because it was good in every aspect because it is an industrial area with lots of workshop, service center and car dealers and the opportunity for us to grow is high if we operate in this area.

These businesses have a potential to being expanded due to the interest by youngsters nowadays. The future prospect of our business is to increase second year sales by 5% and third year sales 10%. In viewing our business potential, we believe that our accessories have a high potential in business.

## PURPOSE OF BUSINESS PLAN

This business plan is prepared by TORQUE CUSTOMS for the purpose of:

- a) To fulfill the demand for cars customization in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in businesses.
- e) To fulfill the requirements of the ENT 300 subject.