



اَوْنِبُوْا سِيَّتِي تَيَكُوْا لُوْكِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## FUNDAMENTAL OF ENTREPRENEURSHIP ( ENT 300 )

**NAME OF COMPANY : AI - Biruni Tuition Centre**

**TYPE OF BUSINESS : Tuition Centre**

**PREPARED BY :**

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## 1.0 Executive Summary

Our company name is AI – Biruni Tuition Centre. The type of the business form is partnership in which it consists of 5 partners. Each of us will contribute the capital to the business based on the agreement that we have made. Our main focus of the business is teaching and helping all the primary school students especially that are having big exams such as the Ujian Pencapaian Sekolah Rendah (UPSR).

All the five of us have agreed to participate in the business management that we will establish are Jennickson Juan as our General Manager, Noraishah binti Abdul Wahab as Administration Manager, Farizah Syahirah binti Jaafar as the Financial Manager, Stephenie Anak Mading and William Nichole as Marketing Plan and lastly Sharifah Aisah as Operation Manager.

AI – Biruni Tuition Centre is a company that we will teach basic learning and skills on how to answer during exams of all subjects. Our target customer is children that are from primary school which live in Samarahan area especially Desa Ilmu. This is because there are some school that are near the tuition centre such as Sekolah Kebangsaan Dato Mohammad Musa, Sekolah Kebangsaan Meranek, Sekolah Kebangsaan Dato Traoh Muara Tuang and many more

AI – Biruni Tuition Centre provide the basic facilities for instance, class, washroom, table, chair, whiteboard, projector and air conditioner. We provide these facilities because to ensure our students are able to learn in the comfortable place. We also provide many exercises and example of the exam papers so that our student will always train themselves and be prepared. In addition, in Kota Samarahan there are plenty of primary schools are not provide extra class. So this will attract more parents to send their children off to this tuition centre.

## 2.0 Concept and Vision of Business Idea

We have decided to open new business which is tuition centre. The name of tuition centre is Al-Biruni Tuition Centre. We focused on students in Kota Samarahan, Sarawak for our new business. The objective for this tuition centre is to provide support, encouragement and increase self-esteem to our student so that we can ensure they are achieving their goals. Our tuition centre offers for primary school students and the subjects offered are Malay language, English, Mathematics and Science. We decide to open this tuition centre because we want to help students who are going to sit for UPSR examination.

Our vision for this tuition centre are to become one of the best tuition centre that produces excellent students and creating a new concept in the mind of the students, where studying can be a good thing if people study in the appropriate environment with all the good facilities. In addition, we will understand and respond to the needs of our students, by providing high-quality tutoring services, focus on recruiting excellent teachers and foster a culture of continuous improvement.

Our success are depends on our attention to the needs of our students and truly helping them to succeed. Our tuition centre will always make an improvement in order to be the best and excellent tuition centre at Kota Samarahan, Kuching.

### 3.0 IDENTIFYING THE BUSINESS OPPORTUNITY

In beginning open the business of Al- Biruni tuition centre, we need to do some research because of the technology in this Era environment of the society. As a customers they needs to be offered with goods and services. It is important to make sure the customers are satisfied with the services that we provide. Customers feedback is can make our business improve the needs and services that can help to achieve our business goals.

We focus on our business matters that is opportunities of business. Ours target is students from primary school. As we know, students nowadays really needs a services that provide them to have more focus on they study. Students that want to improve their study can go for Al- Biruni tuition centre that we provide. So, the Al- Biruni tuition centre is run at Friday until Sunday at time 7.00 pm until 10.00 pm. Beside that, we charge an affordable price per subjects.

Al - Biruni tuition centre we use a technology that can affecting students to be interested in learning. Technology is about the use and knowledge of techniques, methods, skills, and processes for produce goods and services. For example, in ours tuitions centre we using technology such as computer, projector and others. This is because of the trends that going among the people daily basis. Students will get more focus and interest while join the Al- Biruni tuition centre.

Ours tuition centre, we attract our customers thru social media such as facebook, instagram and others. By that ,the parents will know which tuition centre they want to send their children especially who live nearby at the tuition centre. We also give promotion to those who register for the first time.

Apart from that, we also hiring an educated outside teacher to teach students. We want to gives our student the best education in our tuition centre and want them to be ready to step into the secondary school. Our main goal is to born a knowledgeable generation even at the beginning of their ages because it is not a barrier to gain a knowledge.