

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

GLAMOROUS WIG COMPANY

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1.2 BUSINESS PLAN PURPOSES

Each business plan has a specific purpose to achieve the target in every decision in business. Glamorous Wig also had prepared with clear and specific purposes in the particular plan.

One of it is to fulfil the requirement of the basic ETR (ENT 300) subject and also our course subject. As a DPA student in UiTM, our course requires us to do a complete business plan. It is one of our important assignment and compulsory.

Another is as the guidance or direction and ways to manage and arrange the business daily activities. It is important especially in making decision and planning in the future objectives for all departments such as in the administration, marketing, financial, operation and not forgetting the human resources management.

Next is to examine and evaluate the ability of the competitors and thus to evaluate whether this planned business is able to compete with other competitors in market. In other words we want to know the risk and chance in running this business.

To take challenges made by government to increase the participation of Bumiputra in the ENT field is also one of the purposes. The number of Bumiputra who are involved in entrepreneurship is worrying. So, we want set an example to others that we as a Bumiputra is capable to become an entrepreneur.



1.3 OBJECTIVES OF BUSINESS

Our business plan has many objectives. It is necessary for us to achieve these objectives in order for this business to work well.

Firstly is to let students visualize the various ideas of starting, managing and creating successful business. This assignment is important to us as training on how to manage and handle a big business.

Secondly is to allocate business resources as effective as possible. Through this plan, we can manage our available resources effectively. We can choose the most economically that has high quality. So, that a lot of cost can be saved.

Thirdly, to identify the risk and problems occur due to the business. Identify the risk and problem that may be occur is important in order for us to be prepared in any circumstances. So, it can reduce the risk of business fail.

Fourthly, to evaluate the functions of the business in generating the country's economic growth. We analyze whether this business can go far or otherwise. This business can contribute as one of the national's income or not.