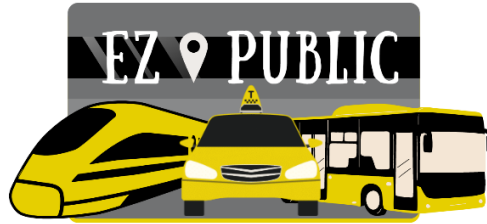




BUSINESS PLAN



EZ Public

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY OF ACCOUNTANCY (AC220)

SEMESTER : AC2204B

PROJECT TITLE : CASE STUDY REPORT

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EXECUTIVE SUMMARY

Ez Public is a company who offers a servicing business whose main activity is developing an application targeting public transport commuters. This company is in Shah Alam where it placed few people working as a team to create a product. The uniqueness of application made by Ez Public is that the newly invented built-in smart card which is a first in Malaysia. Therefore, the name is Ez Public was to make using public transportation much easier to the community in general. The creation of this business was based on the observation made to the problem that arise in the current situation of our country. In the arising era of technology, we at Ez Public have decided to hop on the current trend and hope to be one of the leading companies in invention of technology and be known worldwide.

The needs to this application were thoroughly observed where we realize that even owning a personal car does not contribute to one's ease due to congested road so, people take on the public transportation as the solution. However, common problem these people have include forgetting their transportation card, lack of fast and accurate information and the limited ways on securing a place or getting themselves a ticket for a seat. Thus, the creation of Ez Public will help in contributing the solution to the problem.

In order to reach the targeted number of audience and publicity, we have come up with a sales and marketing strategy where any nearest and possible competitors were analyzed. Through this strategy we were able to come out with the best solution and offer something different than what they have. The operation to this company is efficiently operated by the whole team and the most important plan were carefully looked over to ensure the whole process running smoothly. Financially, the company were expecting an increase in the amount of profit after few years. These were all projected in the sales forecast of Ez Public.

Our vision is to make travel simple and enjoyable for everyone, and our basic values help us achieve this goal. These basic beliefs may be observed in the projects we work on and the way we help our customers solve difficulties. We aspire to make more people happy with our product and to generously contribute to the society.

2.0 COMPANY PROFILE

Name of the Company: Ez Public

Factors in selecting the proposed business: To increase the mobility of public transport users while encouraging citizens on the sustainable commuting in regard to public transportation and to contribute to the effort of reducing environmental pollution.

1.1 Company Background

NAME OF THE COMPANY	Ez Public
BUSINESS ADDRESS	No. 27 (1 st Floor), Jalan Plumbum R7/R, Seksyen 7, 40000, Shah Alam Selangor
WEBSITE/EMAIL ADDRESS	hello@ezpublic.com
TELEPHONE NUMBER	05-0000000
NATURE OF BUSINESS	SERVICING
MAIN ACTIVITIES	DEVELOPING AN APPLICATION TARGETING PUBLIC TRANSPORT COMMUTERS.
DATE OF COMMENCEMENT	1 OCTOBER 2021
DATE OF REGISTRATION	1 NOVEMBER 2020
NAME OF BANK	MAYBANK
BANK ACCOUNT NUMBER	-