



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP ENT 300

BUSINESS PLAN :

APEX DELIVERY

TYPE OF BUSINESS :

COURIER SERVICE

PREPARED FOR :

MADAM INTAN SUHADA BINTI MOHD AZMI

SUBMISSION DATE : 27 JANUARY 2022

PREPARED BY :

NAME	STUDENT ID
MIOR MUHAMMAD NORHAMIZAN BIN MIOR MOHAMAD NORHANIZAN	2019283544
MUHAMMAD IKHMAL BIN MISHAN	2019417382
MIOR MUHAMMAD MUIZ BIN MIOR ABDUL RAHMAN	2019410102
AZLISYAM BIN SAMSUDIN	2019439756

Acknowledgement

In the name of Allah, the Most Gracious and the Most Merciful.

All gratitude to Allah for His power and favor in providing us with the satisfaction and opportunity to complete our business strategy. First and foremost, I'd want to convey my heartfelt thanks to Madam Intan Suhada Azmi, my professor, for her unwavering support, patience, encouragement, passion, and vast knowledge. Her guidance and important constructive remarks and recommendations throughout the experimental and business plan phases contributed to the research's success, as well as the support and expertise of the subject.

Dearest parents of each kid in our class, everyone of us wishes to express our thanks and respect for the opportunity to share your blood by becoming your child. We are grateful to those of you who have been strong supporters from the beginning. We both breathe the same air. We, too, would want to thank you for providing us with all of the requirements for survival and education up to this point.

We'd also want to express our gratitude to each member of the team for going above and beyond to accomplish this job. The contribution of knowledge and ideas, the desire to make this project distinctive and realistic, and the dedication to finishing it by the deadline. With the consent of each team member, the task was divided evenly, and we completed it without any issues.

In addition, we'd want to express our heartfelt appreciation to everyone who has offered words of encouragement and support from the start. We owe a debt of gratitude to my classmates and course mates in particular for everything that has been done and for an enjoyable and supportive journey during our graduation years.

Executive Summary

The third assessment is a group project that focuses on the administrative and entrepreneurial aspects of starting a new business. Business plans are important documents that are used to attract investment before a company has established a track record. They're also a great way for businesses to stay on track as they grow. While business plans are especially useful for new businesses, every company should have one. The plan should be reviewed and updated on a regular basis to see if the objectives have been met or if they have changed and evolved. A fresh business plan is occasionally created for an established firm that has decided to go a different direction. Before a company has established a track record of success and profitability, it is important to draught a business plan in order to obtain finance. They're also a great way for firms to keep on track as they grow. While business plans are especially useful for new businesses, every company should have one. The plan should be reviewed and updated on a regular basis to see if the objectives have been met or if they have changed and evolved. A fresh business plan is occasionally created for an established firm that has decided to go a different direction. For this project, my colleagues and I wanted to start a courier business called Dr Courier. It is a courier service that operates in the Pasir Gudang area, including the Universiti Teknologi MARA campus. The headquarters of this firm are located on the campus of Universiti Teknologi MARA Pasir Gudang. This location provides a number of strategic advantages to the organization, including the availability of various essential facilities such as power, internet access, and other services.

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Introduction

NAME OF COMPANY	Dr Courier
NATURE OF THE BUSINESS	A courier service company that operates primarily within the vicinity of Pasir Gudang.
INDUSTRY PROFILE	Customers may use our express courier delivery services to get items, papers, and packages delivered impromptu.
LOCATION OF BUSINESS	Bangunan Budasiswa UiTM Pasir Gudang
DATE OF BUSINESS COMMENCEMENT	2022
FACTORS IN SELECTING THE PROPOSED BUSINESS	To reduce the risk of having residents getting infected with the disease from the pandemic, it is advised that they were to stay indoors for most of the time. As a result, we decided to start a courier service firm to help the inhabitants of Pasir Gudang by providing rapid contactless delivery. Customers need not leave their homes in order for their goods to arrive on time.
FUTURE PROSPECTS OF THE BUSINESS	To open new branches within Malaysia and possibly overseas.