



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

ASSESSMENT 3:
BUSINESS PLAN

TITLE:
WIDENT TUITION

GROUP:
Group 3
(J4 EH110 5B)

MEMBERS:

NAME	STUDENT'S ID
NORDIANA BINTI MAZELAN	2019298824
NUR ADAWIAH BINTI SALMI	2019238394
NUR AFRINA SYAFIQAH BINTI MOHD MUHSEN	2019296964
HARITH ZAKUWAN BIN ZENY AZUAN	2019805956

PREPARED FOR:
INTAN SUHADA AZMI

ACKNOWLEDGMENT

Alhamdulillah, glad to tell that we have completed our ENT 300 assignment which has given us many experiences and knowledge about this subject. First and foremost, we did like to express our gratitude to God for allowing us to complete our entrepreneur Business Plan assignment. This assignment was completed with all resources prepared by all the group members, despite some minor issues that arose over the course of the project. Fortunately, all the issues could be solved, and we were able to adjust appropriately and sensibly.

Besides that, we also want to express our gratitude to our lecturer, Pn Intan Suhada for her guidance and assistance to us in process to complete this business plan. She is kind person and give the students opportunities to do their assignment on their free time. She also did not forget to keep asking update of her students' assignments. She also has answered all her student's question with beautiful language of her. She always encourages us and shows us how to complete our assignments so that we can generate a decent result from the study we have done. The business that we have chosen to start is WisDent tutoring hub in Johor Bharu. We are also grateful to UiTM Pasir Gudang and the Faculty of Chemical Engineering for introduce this subject as one of our elective subjects in this semester to enhance our knowledge about entrepreneurship.

Finally, a special gratitude from the bottom of our heart to our friends and family which has been supportive and caring to us. Thanks to our friends who helped us the get this assignment finish and teach us on things we don not understand. We also appreciate our classmate for always sticking together and working hard to deliver an excellent assignment with all the resources and responsibilities. We are hoping that all of the funds will be beneficial to both us and our group.

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EXECUTIVE SUMMARY

Wisdent Tuition is a private company that provides a tutoring hub for students who are taking an important exam. This company is located at Jalan Molek 3/1, Molek, Johor Bahru, Johor. We decided to choose this area for our headquarters because it is a very strategic location for the office area. This tutoring hub business is formed based on partnership which consist of four members, each of whom holds an important position in the company such as general manager, marketing manager, operational manager, and financial manager.

This company acts as a third party for students in high school and primary school who are looking for tutors to teach a variety of subjects. The home tutoring sessions are available both online and in person. Wisdent Tuition will gather all the high caliber and competent teachers from across the country to offer a great quality of education to the students. The tutors are recruited by applying at the job opportunity section on our website. They are required to fill in the form to be one of the teaching staff and submit their academic records. The candidate will be evaluated and interviewed before they are accepted to be one of the tutors in Wisdent Tuition. They have the freedom of selecting between online and offline learning methods. All the tutors must sign the agreement and need to agree in terms of the rules and regulations beforehand.

The Wisdent Tuition website enables students and parents to sign up and subscribe through the web interface because we prioritize the convenience of our customer. We provide service for one-on-one home tutoring and online tutoring for primary and secondary school students who are preparing for major exams or who want to improve their knowledge and skills in particular subjects. The tutor will be chosen upon the criteria that the parents and the students requested. They can decide on the package that best suits their needs and fits to their likings and choose whether the tutor will be assigned to them for home tutoring or online tutoring.

The marketing team intends to attract the customers through online advertisements and job seeking sites to introduce our company. We also will hand out posters, banners and sign boards. We rely a lot on marketing because we want our company and business to be well-known by the targeted customers in the future

1.0 INTRODUCTION

NAME OF COMPANY	WisDent Tuition
INDUSTRY PROFILE	Providing experienced and excellent tutor for primary and secondary students across Peninsular Malaysia including Sabah and Sarawak following the availability of the tutor.
LOCATION OF BUSINESS HEADQUARTERS	2nd Floor, Jalan Molek 3/1, Molek, Johor Bahru, Johor
DATE OF COMMENCEMENT	3 Mac 2023
FACTOR IN SELECTING THE PROPOSED BUSINESS	A lot of students nowadays are having a hard time focusing on class and need extra classes at home or outside school time. By providing a service to help unemployed, experienced, and excellent tutors, we also help primary and secondary students that need extra classes in their free time for their study and enhance their acknowledgment
FUTURE PROSPECT OF BUSINESS	We are planning to provide our customers with a tutor to get more experience in tutoring students. While for the student, they can enhance their knowledge and confidence in their studies.