



FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DIPLOMA IN BUILDING

ETR 300 FUNDAMENTAL OF ENTREPRENEURSHIP

JALAN – JALAN CAR RENTAL

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1.0.0.0 INTRODUCTION OF BUSINESS BACKGROUND

Nowadays, transportation plays an important role for human being. In this era of technology, development grows very fast directly proportional with years. As development grows, educational indirectly grows on the same time and there will be more institutions development for students to further their study until high level.

Based on this reasons, we can see there is a big opportunity and potential in providing car rental service that can fulfill the demand from students. So, we have reached an agreement to establish our business to plan and provide car rental service for students at Kota Samarahan. Desa Ilmu is our location because this area has a big market and demands of the students is higher. This situation will create opportunity potential for our business to compete with other competitors especially the illegal car rental.

We believe that our business can expand very well but it depends on our strategies especially in marketing aspect. Before we start our business we have to count the risks and unpredictable circumstances such as competitors, economic downturn, demand of usage, changing of rental rates, and capacity of supplies (cars).

From the financial aspect, we are well prepared in order to face unpredictable situations. In order to run our business we went through several legal stages. Desa Ilmu region in Kota Samarahan District is the most potential place to achieve our business goals and objective.



2.1 INTRODUCTION TO ADMINISTRATION PLAN

An administrator is one of the vital position in a company where setting up a business that concerns with the administration of resources and determine the process and achieving organization goals.

The mission and vision of a company are set by the administration. The administration also ensures that every resource is given out to every department fairly based on their needs.

Administration also provides the salaries of the staff according to their budget of the business. Administration is one of that controls the workflow of every staff. It also plan the important aspect of the business including the location of the offices and services production and the equipment also the other resources that needed by the business.

Besides, the effectiveness and efficiency of our administration will ensure successful of the business as the marketing, production and financial will cooperate to achieve our target and, administration is also complete fundamental as the main platform to plan, organize and control to ensure that organization goal can be achieve within the given time. In addition, the administrator must be able to communicate and cooperate with other organizations to ensure more benefits to the company.

