



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN



MCDODY CAR RENTAL

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EXECUTIVE SUMMARY

McDody Car Rental is a vibrant, customer-focused company committed to providing outstanding car rental services to a wide variety of clients. Our organization provides an extensive range of services to anyone who wants to have access to a large fleet of cars for everyday commuting, travel, and business. Client satisfaction is our priority in whatever we do.

As a recently formed participant in the vehicle rental market, there are many factors to consider maintaining our competitiveness and satisfy the wide range of demands of our clients in the busy automotive sector. With more people depending on rental services for their transportation needs, the worldwide automobile rental market is expanding significantly. Notwithstanding, obstacles such as financial limitations and restricted vehicle accessibility on platforms may hinder clients' ability to access a diverse fleet.

To close this gap, McDody Car Rental offers clients an easy and cost-effective way to discover and make use of a wide range of automobiles for various uses. A group of five essential personnel, comprising a general manager, administrative manager, marketing manager, operation manager, and financial manager. Each member plays a crucial role in ensuring the success of our car rental business.

Due to its advantageous location close to both residential and commercial regions, our firm is well-positioned to draw in a wide range of clients. With a strong financial position and a dedication to providing high-quality services, we are sure that our company goals will be met. We hope that our large fleet and customer-focused philosophy will encourage favourable word-of-mouth among our clientele.

In conclusion, McDody car Rental is in a good position to benefit from the expanding market for car rentals by providing a first-rate rental experience to a large number of customers. By means of our flexible platform, varied selection of vehicles, affordable rental prices, and customer-focused approach, we hope to transform the automobile rental sector and fulfil the mobility requirements of the world's population.

1.1 BUSINESS DESCRIPTION

| | |
|--|--|
| Name of Business | <ul style="list-style-type: none">▪ McDody Car Rental |
| Business Address | |
| Business Legal Entity | <ul style="list-style-type: none">▪ Partnership |
| Nature of Business | <ul style="list-style-type: none">▪ Service Business |
| Social Media | <ul style="list-style-type: none">▪ McDody_Car |
| Email Address | |
| Telephone Number | |
| Factors in Selecting the Proposed Business | <ul style="list-style-type: none">▪ The population in Kluang, Johor is increasing, so the number of people who need car increased.▪ After some research, there is no car rental service in the area we are targeting. Other car rental service is far away.▪ The place is strategic because it is near to residential area and hospital. |
| Future Prospects of the Business | <ul style="list-style-type: none">▪ All our car will be fully reserved every day after one year opening.▪ In the next 5 to 10 years, we will open our second branch in an area that is more pack with people such as Johor Bahru. |