



UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP

(ENT 300)

‘MERZAZUSA CAR RENTAL’

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PROGRAM : SR113

FACULTY : SPORT SCIENCE AND RECREATION

LECTURER’S NAME : MISS PHILOMINA FRANCIS

Submission letter

ENT 300 Students,

Diploma in Sport Science,

University of Technology MARA, Sarawak,

Samarahan Campus 1,

Jalan Meranek,

94300 Kota Samarahan,

Sarawak.

Miss

Lecturer (ENT 300),

University of Technology MARA Sarawak,

94300 Kota Samarahan,

Sarawak.

Dear Miss,

ENTREPRENEURSHIP BUSINESS PLAN

As partial requirement of the ENT300 – Fundamentals of Entrepreneurship subject, we are obliged to submit a Business Plan project to you.

2. For this purpose, we have decided to do car rental service through our company Merzazusa Car Rental. We chose this type of business since there is a plenty of business opportunities and potentials in the area of Desa Ilmu Samarahan. Besides that, this area include students from University of Technology MARA and University Malaysia Sarawak. This area is a development area and it increase tendency of people.

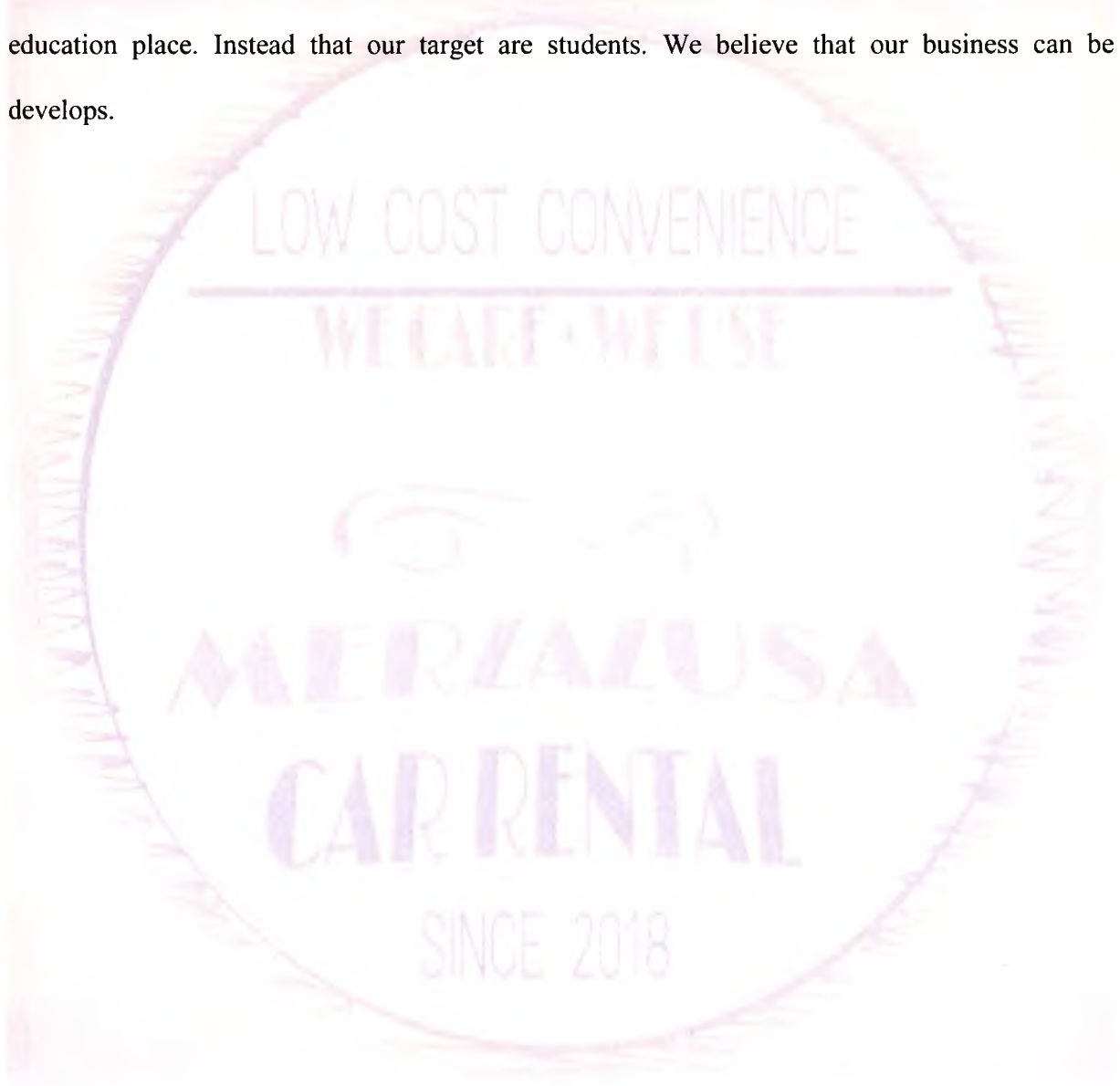
3. As such we submit to you the report on Business Plan for your approval. We would like to record our thankful and appreciation to miss. We anxiously hope that it will meet your expectation and that you will be satisfied with the proposal Business Plan.

Thank you in advance.

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Conclusion

For conclusion, we should continue our business. This Merzazusa will give us chance to gain profit. It is normal at the early stage of business our company do not gain profit. The reason why our business should be go on because we have a strategic place which near with education place. Instead that our target are students. We believe that our business can be develops.



1.0 Introduction to Business Plan

The Merzazusa car rental management team will be leads by General Manager who is responsible on preparing the business plan for the business agreed upon that to be opened, leading the other assisting management, organizing the task to be given to the assisting management, and controlling the task run by the assisting management. The marketing manager, on the other hand, will be the one with the biggest responsibility on preparing the business marketing plan which includes the marketing process on identifying the target market, determining the market size, identifying the market competitors, determining the market share, developing sales forecast and finally marketing strategies. The operating manager will be the one who controlling and monitoring the business operating hour as well as noting the equipment and facilities that will be required in the MERZAZUSA car rental. Administration Manager is the one who is responsible for the office administration that involve the work of recruiting workers and office admin which will be establish soon. Last but not least, the finance Manager will be the most important person in our management as he is the person that will be managing the finance of MERZAZUSA car rental company from the budget he will distributed and final financial statement made that will be the peak point of the success or not of the business.