



اَوْبُوْ سَيِّدِيْ تَيَكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY BUSINESS AND MANAGEMENT
FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**

**BUSINESS PLAN
AA POD SYSTEMS ENTERPRISE
SOLE-PROPRIETORSHIP**

PREPARED BY

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EXECUTIVE SUMMARY

AA Pod Systems Enterprise offers pod systems product to customer – a new brand of unique, high-end devices, designed with functionality, beauty, and ease of use in mind, with good quality and affordable prices. Target market for our business pod systems is both genders. It's because, AA Pod System's goal is to deliver an unprecedented user experience to every customer, and to let our values shine through their products.

Our business focuses more in Kedah on the market as it's the owner 's position that can easily be purchased by the consumer. In order to complain or provide feedback about our product, clients can also easily reach the company.

With a true passion for craftsmanship and engineering, every product from AA Pod Systems fuses unique visuals with cutting-edge technology to create an exclusive product line.

In 2014, the vape industry was still in its infancy. It was an open market, inviting an adventurous group of avid vapers and entrepreneurs to develop game changing devices with innovation and a unique vision. Akmal Ahmad was one of those innovators, and he established AA Pod Systems.

2018 has being the year of the vape pod system. AA Pod Systems has designed something revolutionary. The Orion DNA GO was this accomplishment. The first DNA chipset pod system available, the Orion has created a lot of noise and assured everyone that AA Pod Systems is always on top when it comes to innovation, design, and quality.

1.0 INTRODUCTION

1.1 Organization Background

A	Organization Name	AA Pod Systems Enterprises
B	Business Address	3-13, No 7 Aman Central Lebuhraya Darul Aman, 05100 Alor Setar Kedah
C	Website	www.aapodsystems.com.my
D	Email Address	akmalahmad98@icloud.com
E	Telephone Number	011-28424868
F	Main Activities	Manufacturing pod systems
G	Date of Commencement	02 December 2014
H	Date of Registration	16 January 2015

1.2 Organization Logo and Motto



Logo Descriptions:

1. The word "AA" is referring to the owner which is Akmal Ahmad.
2. The 3D square animation in the center is referring to our product that is designed with simplicity in mind.
3. "Designed with functionality" is our motto.

Motto:

Designed with functionality.

Vision:

To be one of the most complete and accessible electronic cigarette brands in the industry—a one-stop shop for vapers.

Mission:

Our core mission is to assist cigarette smokers to quit by presenting them with an alternative solution and without the health hazards of analogue smoking.

AA Pod Systems exists to:

- a) Aid people in quitting smoking of analog cigarettes by the use of electronic cigarette
- b) Give them the best possible experience, without the withdrawal symptoms associated with smoking
- c) Provide them with the best vaping sensation.

1.3 Owner Background

A	Owner Name	Mohd Akmal bin Ahmad
B	IC Number	980722025821
C	Address	No 41 Km 13 ½, Jalan Gunung, Kg. Telok Jawa, Mkm Padang Hang, 06570 Alor Setar, Kedah.
D	Email Address	akmalahmad98@icloud.com
E	Telephone Number	011-28424868
F	Date of Birth	22/07/1998
G	Age	22
H	Marital Status	Single
I	Academic Qualification	Diploma in Banking UITM (expected to graduate in 2020)
J	Skills	-Communication skills Malay and English -Convincing Skills -Computer skills
K	Experiences	-Work at Gemilang Burger after SPM