



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

BUSINESS PLAN

DOUBLE U ENTERPRISE

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EXECUTIVE SUMMARY

DOUBLE U Enterprise is a new company that operated in Malaysia. It is the first company that being managed by bumiputera. The name of this company is a great idea from the partnerships members. It shows that how we positioning our products in customer's mind until they can be remembering our company's name, simple and easily to pronounce.

As for the business, we are providing a special device and machine for the Malaysian. As we go thru with the changes of environment, people nowadays are more likely to machines that can help them. So from our surveying, we conclude that we are going to provide the Malaysia with the portable and simple machine for everyone, that are will in high product's quality.

We are starting the business with the total capital of RM 100 000 where the total contribution of each member is RM 25,000. We have four workers that is general manager, operational manager, marketing manager and financial manager.

Our market target is customers from factories and workshops for cars and motorcycles. This machine can be purchased by anyone who wants to have it.

We believe that we will able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage with the highest.