

FACULTY OF CHEMICAL ENGINEERING
DIPLOMA IN CHEMICAL ENGINEERING (EH110)

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

BUSINESS NAME

GEMILANG ENTERPRISE

PRODUCT NAME

FRIENDLY PILLOW

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EXECUTIVE SUMMARY

This business is based on partnership where it consist of five members which hold importance position in the company such as General Manager , Administration Manager , Marketing Manager , Operational Manager , and Financial Manager .The business capital is amounted to RM 20, 000 and rest RM 40,000 Maybank Loan.

Our friendly pillow is the most popular brand of pillow company which is GEMILANG ENTREPRISE , with tagline “The pillow that smile back” is located at Pasir Gudang with adress No.27 (PTD219275), Jalan Cendana 5/1 ,Taman Cendana , Pasir Gudang .

GEMILANG ENTREPRISE is a company which focusses of pillow production in Malaysia .Friendly pillow is one of the Malaysia company that produce a quality and comfortable .The speacality of this pillow , is the customer will find this product is very comfortable and could help them to get enough and quality sleep .This business give a lot of benefit to our company and we are highly confident that our market can e easily developed and spread in Malaysia .