



اُونِيُوَرَسِيْتِي تِيكِنُو لُو كِي مَارَا
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D

YOUR CLEAN HOME IS OUR
BUSINESS

DASATI
ENTERPRISE

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اَبُو بَكْرٍ مُحَمَّدٌ بْنُ مُحَمَّدٍ بْنِ عَبْدِ الرَّحْمَنِ بْنِ عَبْدِ الْمَلِكِ بْنِ عَبْدِ الْمُطَّلِبِ بْنِ عَبْدِ مَنَافٍ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA OF MECHANICAL ENGINEERING

J4EM1105B

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

PORTABLE HOUSE CLEANER

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EXECUTIVE SUMMARY

Entrepreneurship is a process innovation and new venture creation through four dimensions which includes individuals, organization, environment and institution. In order to form a business, there are quiet numbers of phase that should be understood and develops by entrepreneur.

DASATI ENTERPRISE is a partnership company ventured by three partners consists of three females which are Nur Hidayah Farhana Binti Kamaruddin, Nur 'Ain Atiqah Binti Mohd Yasin and Siti Nur Sarah Binti Mohammad Zulkarnain. The business capital is amounted RM 17230.00 where the total contribution of each member is RM 5800.00 and the rest RM 16453.00 is from bank's loan. Each partner will hold different and important position in the company such as General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Manager.

Portable House Cleaner is product name of our company and our product solve the problem for cleaning fan or window. Our product is multipurpose which can clean ceiling fan and window. The product is small in size and light. It is adjustable, we can longing it to size we want maximum to 6 feet. After use, we can compress it and place it in suitable place. DASATI ENTERPRISE offers new, innovative, and yet portable product that can be used by all type of consumer. Our company location is at Taman Kota Masai, 81700 Pasir Gudang, Johor, Malaysia. DASATI ENTERPRISE will be operating for six days a week (Monday – Saturday) at 8 a.m until 6 p.m .