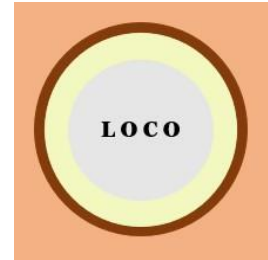




اُنْهَرُ سُنِّيَّتِي بِاِتِّكِنُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA



**COCONUT FLESH REMOVER
TECHNOLOGY BLUEPRINT**

Faculty : CS - Faculty of Computer and Mathematical Sciences

Program : Bachelor of Science (Hons.) Statistics

Program Code : CS241

Course : Technology Entrepreneurship

Course Code : ENT600

Semester : 6

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Submitted to
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Submission Date
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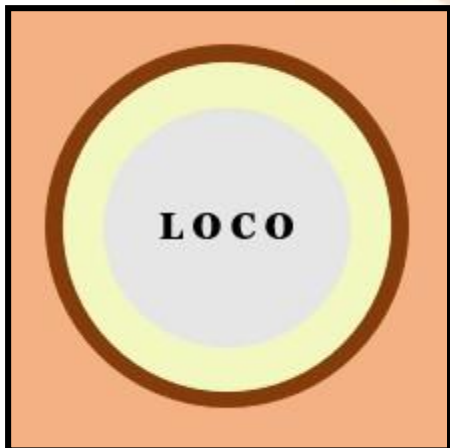
1. EXECUTIVE SUMMARY

1.1. Company Background

1.1.1 Company Profile

Name of the company	: LOCO ENTERPRISE
Shop address	: Pt 362-113, Lot Kedai Tepi Tesco Kota Bharu, Jalan Jambatan Sultan Yahya Petra, Lembah Sireh, 15050 Kota Bharu, Kelantan.
Website	: www.loco.com
Telephone number	: 09-647-8383
Fax number	: 09-647-8383
Form of business	: Sole proprietorship
Main activity	: Coconut tools
Date of commencement	: 4th June 2017
Date of business registration	: 10th July 2017
Name of bank	: Maybank
Bank account number	: 1164879035627188

1.1.2 Company Logo



LOCO - LOCO Enterprise

Circle shaped - A symbol of coconut, since this company sells coconut flesh remover

1.1.3 Company Vision

Loco Enterprise is a new company that wants to be world known as an affordable and innovative coconut tools.

1.1.4 Company Mission

- To improve the design and quality of current product.
- To offer the customer high quality of product with an affordable price.
- To design and develop new product that have high technologies.
- Tried the best to fulfill customer's needs.

1.1.5 Business Operation

Saturday-Thursday: 10:30 a.m - 10:00 p.m

1.1.6 Location



1.1.7 The description of the business and product concept

This company produces a coconut flesh remover that comes with a feature of comfortable grip for long term use and do not cause any injury to the users. The design and style of this product is unique. This is a superior quality and design at affordable price. The product, design and finishes will continue to evolve based on consumer trends and demands.

1.1.8 The target market and projections

Target market for this product is coconut business market that always deal with the process of removing coconut flesh.

1.1.9 Competitive Advantages

Loco Enterprise competitors are Nestplay Sdn Bhd, RC Machinery Sdn Bhd and Saidatool Sdn Bhd. Their advantages are good quality products, well known and established company and fast delivery.

1.1.10 The profitability

Loco Enterprise can gain a profit from selling coconut flesh remover widely in Malaysia. This company use many approach to sell this product such as sell by using online and selected stores throughout Malaysia and this product will gain more profit. This company also confident that will gain the first profitability on less than 1 year.