



اَوْبَهُوْا سَيِّدِي تَبْكُوْا لَوْ كُنْ مَوْتًا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING

EM110

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME: *PYRO CORPORATION*

PRODUCT NAME: *SOUND FIRE EXTINGUISHER*

PREPARED FOR: -MDM NORANITA ABDAMIA

-MDM SUHANA MOHAMED

PREPARED BY:

MOHAMMAD FARHAN BIN KAMAL ARIFFIN	2013495052
MOHD SAFWAN BIN ABD AZIZ	2013619288
AMIR LUTFI BIN ABDUL LATIF	2013815654
MUHAMAD ADIB AZIZI BIN BAHARUDDIN	2013268508
ASHRAF BIN ZULKARNAIN	2013887586

Acknowledgment

In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much Pleasure. We would like to show our gratitude Mr.Zulhairi,our project manager for giving us a good guideline for assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment.

In addition, a thank you to Madam Noranita Abdamia our lecturer for ENT300, who introduced us to the ENT300 project, We also thank the Universiti Teknologi Mara for involving in our project.

Many people, especially our classmates and team members itself, have made valuable comment suggestions on this proposal which gave us an inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment.

Thank you,

TABLE OF CONTENTS

LETTER OF SUBMISSION	1
ACKNOWLEDGEMENT	4
TABLE OF CONTENT	6
EXECUTIVE SUMMARY	7
1 INTRODUCTION	10
1.1 Name of Business	11
1.2 Nature of Business	11
1.3 Industry Profile	12
1.4 Location of the Business	12
1.5 Date of Business Commencement	12
1.6 Factors in Selecting the Proposed Business	13
1.7 Future Prospects of the Business	13
2 PURPOSE	14-15
3 BUSINESS BACKGROUND	17-18
4 BACKGROUND OF PARTNERSHIPS	19-22
5 LOCATION OF BUSINESS	23-24
6 MARKETING PLAN	25-49
7 OPERATIONAL PLAN	50-71
ADMINISTRATION PLAN	72-79
9 FINANCIAL PLAN	80-95
CONCLUSION	96-97
PARTNERSHIP AGREEMENT	98-101

Executive Summary

Pyro cooperation is a new company that operated in Malaysia. It is the first company that being managed by bumiputera. The name of this company is came out from our brainstorm idea by the partnership members. It show that how we positioning our products in customer`s mind until they can remembering our company`s name, simple and easily to remember and pronounce.

As for the business, we are providing a special and innovation fire extinguisher for Malaysian. As we go thru with the changes of environment, people nowadays more concern about environment and want to friendly user. So, our surveying we conclude that we are going to provide the Malaysia with the simple and special fire extinguisher that are well in high product`s quality and high efficiency product.

We are starting the business with the total capital of RM200,000. We have six workers that is general manager, administration manager, operational manager, marketing manager, financial manager and one from the operational department.

Our market target of customers` characteristic is come from adult age and people that involve in organization.

Business plan is necessary to all entrepreneurs. It is prepared to a group of which are owners itself, bankers, suppliers, customers and employees. This plan include in Business plan chapter which is consists of marketing, operation, organization, and financial plan.

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