



FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING(EM110)

J4EM1106F

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

COMPANY NAME

BROTHERHOOD & COOPERATION

PRODUCT NAME

CROSSBOW

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TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1 INTRODUCTION

- 1.1 Name of Business
- 1.2 Nature of Business
- 1.3 Industry Profile
- 1.4 Location of the Business
- 1.5 Date of Business Commencement
- 1.6 Factors in Selecting the Proposed Business
- 1.7 Future Prospects of the Business

2 PURPOSE

- 2.1 To evaluate the project viability and growth potential
- 2.2 To apply for loans or financing facilities from the relevant financial institutions

3 BUSINESS BACKGROUND

- 3.1 Vision and Mission
- 3.2 Organization Chart
- 3.3 Logo and Motto

4 BACKGROUND OF PARTNERSHIPS

5 LOCATION OF BUSINESS

6 MARKETING PLAN

7 OPERATIONAL PLAN

8 ADMINISTRATION PLAN

9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

Our company Brotherhood & Corporation provide a toys which is a crossbow for kids in a range of 7-12 years old. Our product has a simple design, suitable and easy for kids to play. The price is affordable and cheaper if compare to other company which sells quite similar product. Besides that, our targeted customer is not only for a kids around ages that stated above, but also can be played by teenagers. Since our business is still new, so our primary market target area is focus on Johor Bahru. We hope, we can expand our company's empire by producing another safe product and be the most popular toys company in the world.

1. Introduction

1.1. Name of the Business

The name of this company is BROTHERHOOD & CO the official toy sales and marketing for the high quality and the most fun toys in the toys industry. In this industry, the product that we manufacture and sell is Crossbow toys. Brotherhood is symbolized of bond of love, we sure that kids who buy our product will have fun while create a good social live between friends and family. We also believed that quality is the most important aspect in our company and for sure quality is more important than quantity. We want our potential customers to satisfy with our product and can be our loyal customers.

1.2. Nature of Business

Crossbow is under toys sector and the reason why we choose this sector as our main business is because we believe Malaysia has the capacity and potential to become a market leader in this sector.

1.3. Industry Profile

Companies in this industry manufacture electronic and non electronic toys and games. Major companies include Mattel, Hasbro and JAKKS pacific as well as the gaming hardware divisions of Microsoft, Nintendo, and Sony. Some of these company has been already setted as our benchmark in this industry.

Global toy sales exceed \$80 billion , according to the Toy Industry Association. Major market include the US, the UK, France, Germany and Australia. China is the world largest manufacturer of games and toys. Brotherhood & CO company from Malaysia also will be on this track soon.

1.4. Location of the business

Our office is located at B & C Factory Damansara Aliff (Jalan Tampoi), 81200 Johor Bahru ,Johor, Malaysia.

The reason why we choose this place is because this area is very strategic. This new business factory located here because it is around the factory area