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**FUNDAMENTALS OF ENTREPRENUERSHIP**  
**ENT 300**

**B-SMART ENTERPRISE**  
**WATER NINJA**

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## EXECUTIVE SUMMARY

B'SMART Enterprise is a new company that operated in Malaysia. The name of this company comes out from the brainstorming and imagination by the partnership members. The reason is when customer use product of this company that aiming to simplify user activity that make it them think that they are smart enough when use our product ,so it will easily for them to remember this company's name which is simple and relatable to the function of the product.

As for the business , this company providing a simple, portable attractive, unique and multipurpose hand carry thermos that have its own heater and mixer to people around the country and especially for Malaysian. As we go through the change of environment, people nowadays love something unique and something that help simplify their work and in the same time saving their time. So by survey that this company have done, this company conclude to innovate water ninja that is high product quality and function able to the customer.

This company start business with capital that obtain from partnership members of the company with total amount of RM 100 000. We already have five main workers that will operate the business which are General Manager, Administrative manager, Marketing manager, financial manager and Operational manager.

Next, our business target market characteristics are actually come from all income level and from all of the customers level age, but have focus customer such as officer, student and parents that have a baby. We will ensure that this product is affordable to buy, suit for everyone and save to use.

Beside that, business plan is necessary to all entrepreneurs , it is prepared to a group of people which are the owners itself, bankers, supplier, customers and employees. This plan