



اُيْتِمُ تِكْنُولُوجِي مَارَا
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ENT 300

BOUNCE BALLOON ENTERPRISE

PREPARED FOR:

MADAM NORANITA BINTI ABDAMIA

PREPARED BY:

MUHAMMAD AMIRULFIKRI BIN SUHAIMI	2016619108
MUHAMMAD AMMARUDDIN BIN MUHAMAD SHAMSUDIN	2016455136
NUR AIN FARHAH BINTI AHMAD NASRI	2016616478
NUR EZZATY HAMIZAH BINTI MOHD FAUZI	2016458032
NUR ATIQAH BINTI MOHAMED	2016458244
NUR BATRISYIA BINTI MOHAMAD BASARI	2016455448

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In the name of Allah Most Gracious and Most Merciful

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EXECUTIVE SUMMARY

Bounce Balloon Enterprise is a new company that operated obviously in Malaysia. This business had been set up by a new partnership where consist of 6 members which had important positions and hold a new responsibility in our company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

For your information, the main idea of our business is the important of love between human being and enjoyable outdoor activities that guarantee can improve happiness of human being without gadget. As we known gadget control our live activities nowadays, so we made our business with trading and services of bounce balloon that we can use in Malaysia which has the most cheaply outdoor activities.

Our services conclude 3 types of bounce balloon which is party bounce balloon, small bounce balloon and inflatable bounce balloon. Each of them has different and challenging games that can attract all Malaysian to get a try. Through our long term of observation and research, almost all theme park in Malaysia are so expensive and has the same games but our inflatable balloon are the new games that play at the east beach of Malaysia.

Since our company is a new company in the market, we have consider many aspect and ability to make sure that our company can compete with the others competitors. Based on the objective of Bounce Balloon Enterprise, we has our speciality and potential of being a profitable business if we maintain the business systematically.

As conclusion, we hope our company can be well-known and be able to increase our effort to make more profitable trading and services that can give much benefits to the others. We believe that everyone want to feel new challenge and unique games that we provide.

1. Introduction

1.1. Name of Business

BOUNCE BALLOON ENTERPRISE is based on partnership where it consists of six (6) shareholder which hold important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM100,000 where the total contribution of shareholder RM16000 each members while General Manager contribute RM20000.

1.2. Nature of Business

We run our business in form of services which we provide to give installation services of bounce balloon. The numbers of competitor that we compete around us not so active because our company is the first company that give idea to introduce the new facilities and games that located at the beach. Thus, it easier for us to attract society around us to gain new experience and challenge themselves by trying our inflatable balloon games. New experiences will achieve especially for teenagers and family members.

1.3. Industry Profile

Our company are involve in entertainment industry. It may provide fun, enjoyment and laughter. People may create their own entertainment such as when they spontaneous invent a game. This industry is part of the tertiary sector of economy and sub-industries devoted to entertainment. Most entertainment nowadays comes from media social, but we created new outdoor games that guaranty for our customer will enjoy it without used a lot of money.