



FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300

SEMPURNA ENTERPRISE  
WEMO LIGHT SWITCH

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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 Industrial 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

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**

This business is based on partnership where it consists of four (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100 000 where the total contribution of each member is RM50 000 and the rest RM 50 000 is from bank Islam loan.

Sempurna with the tagline light made life brighter is located at Johor Bahru with address, 13 Jalan Serangkai 3 Taman Bukit Dahlia 81700 Pasir Gudang Johor.

Sempurna Enterprise is a company which focuses on servicing of WeMo light switch in Malaysia. WeMo light switch is the most popular light switch in USA. This product become popular because it does not require to much energy from people which they can only turn on the light of their house by using their smartphones.

With loan given as a support from bank Islam, we are hoping and wishing to make Sempurna able to achieve outstanding demand from consumer. Our business is expected to commence on 2020 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our services to attract other company to deal with us with a better price. This will be realized by the full cooperation and efforts among the partners to promote company.

Based on the objectives above, we are venturing into services industry. WeMo production has the potential of being a profitable business if it is done in modern way with large scale and systematically managed.

We will expect that our business will become more developed in the near future because with the new innovation in our services, the demand will increase not only during any occasion but it might be a new daily snack. This will give more advantages for us to make our product more profitable and stable in the long run.

ur company has been named as Sempurna Ent.

#### *ture of Business*

is company is providing a services for people.

providing the service of installing light monitoring system. Our light monitoring system are used by using smartphone from other place in the radius of house

#### *Location of the business*

Sempurna Ent. is allocated at No. 13, Jalan Serangkai 3, Taman Bukit Dahlia, 81700 Pasir Gudang, Johor which is near to the city center of Johor.

#### *Date of business commencement*

Our business has been commencement at 27 July 2017.

#### *Factor in selecting the proposed business*

- We want to help house owner to control light in their house more easier so that they don't need to go for the switch and can only control by using smart phone.
- Each house will automatically close if the phone is out of range when the security system is off and can decrease the usage of electricity and can decrease the cost.

#### *Future prospects of the business*