

FACULTY OF MECHANIVAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1106



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STEP UP CORPARATION PORTABLE LADDER

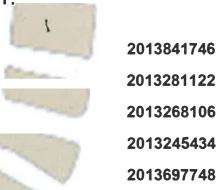
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EXECUTIVE SUMMARY

Step Up Corporation is the company that manage the business of production of portable ladder. Our portable ladder is different with the ladder available at the market. Our products made by us are using suitable material comply with the standards. Actually, this portable ladder has two function where it can be a chair and a ladder.

The portable ladder is a quality products because we make the portable ladder by choosing suitable and best material. Thus, the ladder can withstand heavy load and long lasting. The materials selection also important because it is need to avoid from corrosion.

Step Up corporation was established on December 2015 and we re to continue our service in manufacturing, producing and selling the best quality of portable ladder. This business is in the form of partnership form consisting of five core members who act as General Manager, Marketing Manager, Operation Manager and Financial Manager. Our office is located at Jalan Batu Geliga, Taman Melewar, Batu Caves, Selangor while our warehouse is located at Jalan Danau Niaga, Setapak, Kuala Lumpur. It is a very popular place and very strategic for our business to prosper.

Hence in order to meet and promote customer's requirements, we took the initiative to take up the challenge to compete with well known entrepreneurs in the global market. This will be done through the learning process and increase the business knowledge via formally. In the future, we would to expand our business throughout the world and give the best service to our customers.

1. Introduction

- 1.1. Name of the Business : Step Up Corporation
- 1.2. Nature of Business : Partnership
- 1.3. Industry Profile : Produce Portable ladder
- 1.4. Location of the business : Jalan Danau Niaga, Setapak, 53300,

Kuala Lumpur.

1.5. Date of business commencement : 2nd December 2015

1.6. Factor in selecting the proposed business

- The portable ladder has more function compared to the common ladder.
- Most of company members have more knowledge on technical course and interested to produce mechanical product.

1.7. Future prospects of the business

- Keep continuing run the business as Small and Medium Enterprise(SME)
- Aim to produce more innovation mechanical product and equipment.