



اَوْبُوْ رَسِيْتِيْ بِاْتِيْ كُنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



HEATHO ENTERPRISE

“CANTING HEAT PEN”

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT

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CHAPTER 1

EXECUTIVE SUMMARY

Heatho Enterprise is located at Kota Bharu, Kelantan and has been opened on 1st June 2020. It is a Sole Proprietorship company and focusing on selling technology –based product which is electronic. Heatho Enterprise main product is Canting Heat Pen.

1.1 COMPANY BACKGROUND

1.1.1 Company Profile

Name of the Company	Heatho Enterprise
Company Address	PT 520, Bandar Baru Lembah Sireh, 15050 Kota Bharu, Kelantan Darul Naim.
Website	www.heatho.com
Telephone Number	(+60)9-9171997
Fax Number	(+60)9-9131997
Form of Business	Sole Proprietorship
Main Activity	Electronic
Date of Commencement	01 June 2020
Date of Business Registration	29 June 2020
Registration Number	HS0344532-M
Name of Bank	Maybank
Bank Account Number	174208253947

1.1.2 Vision

- To fulfil customer satisfaction.
- To be a world-known canting tools producer.
- To provide competitive, unique, and high-quality electronic products.

1.1.3 Mission

- To serve high-quality tools and give excellent service to the customer.
- To achieve customer satisfaction and customer loyalty.

1.1.4 Objective

- Establish my company name and image in the community as a producer of high-quality electronics.
- To penetrate the market and gain profit for the company.
- To ease and help in saving time and energy.

1.1.5 Business Operation

- Monday-Sunday: 10.00 am – 10 pm

1.1.6 Location



Location: PT 520, Bandar Baru Lembah Sireh, 15050 Kota Bharu, Kelantan.

1.1.7 Logo

