

ENT300
BUSINESS PLAN
<OCOBOT ENTERPRISE>

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EXECUTIVE SUMMARY

Ocobot Enterprise is a startup electronic establishment located in Johor Bahru, Malaysia. The company expects to catch the interest of regular loyal customer base with its broad variety of modern electrical appliances. Ocobot plans to build a strong market position in town, due to the partners' industry experience and mild competitive climate in area. Ocobot aims to offer its products at a competitive price to meet the demand of the middle-to-higher income local market area residents and tourists.

Ocobot Enterprise is incorporated in Johor Bahru, Malaysia. It is equally owned and managed by five partner. The general manager of Ocobot Enterprise is Siti Khadijah Binti Azizan. She specialize in electrical and nanotech appliances. The administration manager is Nur Atiqah binti Nor Azuan while Ocobot Enterprise's marketing manager is Nik Lilimarlina binti Nik Rozi. She major in transformer. The operating manager is Fatin Najwa binti Nurruhisham. She major in welding and even have her own welding team and finally Ocobot's financial manager is FarahMarinah binti Aminuddin. She major in electrical circuit and used to work for Panasonic.

Ocobot Enterprise first discovered that the everyday butter knife have difficulties to spread butter on bread, especially when it is just taken out of the refrigerator. It need to first wait for the butter to be hot enough to spread, and even that sometimes the butter just won't spread properly. The normal solution we use to take is to put the cool, hardened butter beside the coffee machine maker or rice cooker for it to melt just enough for it to be easy to spread and this might take times and this might be difficult for worker or students who wanted fast breakfast as they usually always wanted to catch time to go to classes or works. In the microwave, there's risk of over melting the butter, even if it's just one second too long. Here in Ocobot, the solution to this annoying problem is our heated butter knife. This knife do not need electricity. It is made up from highly efficient thermal conductive titanium, meaning it transmit heat from your hand to the blade of the knife, softing the cold, infuriatingly hard butter quicker. Our modern design of the blade also help an easy and comfortable handling of the knife. This knife isn't just for cold butter. It also helps to spread cold cheese, peanut butter, jam and more.

For the first stage of Ocobot Enterprise opening business, the modal is RM100000 which then divides between 5 of the partners. Ocobot Enterprise then used the modal to rent the business site, office's equipment, and products equipment.

1. Introduction

1.1 Name of the Business Heated Transfer Knife

1.2 Nature of Business Ocobot Enterprise introduce a technology of Heated Butter Knife using the principal of heat transfer system and modern design.

1.3 Industry Profile Ocobot Enterprise has been established as a real electronic appliance company in North Malaysia.

Our traditional business model is based on the accomplishment of properties in the electronic appliances market in Malaysia. Based on this, we have now established our company in Pasir Gudang, Johor.

1.4 Location of The Business Our company located in Pasir Gudang industrial area are surrounded by other company which produce their own product too. We are also located nearby to many residential areas so that we can convince that our product will be support by many people in the future.

1.5 Date of Business Commencement 1th January 2018

1.6 Factor In Selecting The Proposed Business The factors of selecting this business idea is that we first discovered the problem of spreading cold butter and in this modern era where time is gold, the problem is annoying and problematic. Thus, we created the proposed business in hope to make our life much easier.

1.7 Future Prospects of the Business Our hope for the future is that we wanted to make improvement to our product and create more modern and high-tech electrical appliances to improve the standard of people life.