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ENT 300

CARRIBEAN ENTERPRISE

SOLAR PHONE CHARGER

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, Financial Manager and Human Resource Manager. The business capital and liabilities are rounded off to RM300,000. Carribean Enterprise is located at 36, Jalan Molek 1/10, Taman Molek, 81100 Johor Bahru, Johor, Malaysia.

Carribean Enterprise will empower the world's underdeveloped communities through the application of solar energy technologies. The company will become the world's leading provider of renewable energy products and devices.

Malaysia has fast increasing electricity demand and it is having very high sun irradiation levels. In the recent years, a lot of research has been going on in this field to make solar panel production easier, cheaper and also make them smaller and more customer friendly. Lot of efforts are being put into increasing the efficiency of solar panels, which used to have a very meagre efficiency percentage. Different techniques like nano - crystalline solar cells, thin film processing, polymer processing and many more are expected to help the future of this industry.

Carribean Enterprise will introduce an affordable solar phone charger to Malaysian by offering attractive innovation for solar electric systems. The mobile solar chargers are external batteries that have solar panels to absorb solar energy, transform it into electrical energy and store it to use it to recharge your mobile devices anywhere, anytime. The mobile solar chargers consist of one or two solar panels of about 1W to capture energy from the sun and transform it into electrical energy. It is therefore self-sufficient a device that can transform environmental and clean energy free from the sun into electrical energy. With solar chargers for mobile, you'll extend the range of your mobile device without the need to always be near a power conventional. Solar technology is being developed to use your mobile device without relying on the grid.

1.1 Name of the Business

Five partners were agreed to establish Carribbean Enterprise. We choose this name because there is Carribbean which can be related to nature. The Caribbean is a region that consists of the Caribbean Sea, its islands and the surrounding coasts. We are creating product which is related to nature, Solar Phone Charger which is we used solar energy as the supply source. Carribbean Enterprise is an organization where we try to find solutions for our own problems and make it possible to happen. We like this name because it shows that we are like a team who like to travel and solved our problems together.

1.2 Nature of business

Basically this product's main supply is solar energy. Solar energy is the energy from the sun. Solar panels are used at houses, factories and in agriculture. This energy is used to produce hot water, heat homes and electricity. It is a good choice to use solar energy as source because solar energy is a renewable energy. It does not produce any pollutants and is also one of the cleanest energy.

As we know, electric supply will be reduced after so many times it is used. So, we need to have a backup supply energy that can be renew, easy to manage and low maintenance to make sure that we can still produce products even there is no electric supply. Besides, with this solar energy we can reduces electricity costs. The only limitation that solar energy possess is that it cannot be used at night and amount of sunlight that is received on earth is depends on location, time of day, time of year, and weather conditions.

With all these benefits, we try to relate and use them wisely to create a good product that is named with Solar Phone Charger. We use solar energy as the energy that need to be supply to that Phone Charger. The phone charger will function well with the energy supplied.