

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1105B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

Broom Tech

PRODUCT NAME:

Broom Roller

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ii. ACKNOWLEDGEMENT

Assalamualaikum w.b.t

Alhamdulillah, thankful to Allah S.W.T because of His blessing we finally manage our ENT 300 course project that we name as Broom Tech Enterprise. Moreover, we also like to thankful for giving us strength and good health so that we can give a full commitment to finish our work according to our schedule.

In addition, we also like to thank you the very important person in guiding us finishing the project Madam Thahira Bibi TKM Thangal. She has been wonderful lecturer when she thought us about this subject. Besides that, she also sacrifices his time to be with us in helping us to finish the project according to the schedule. So with the support in term of idea, knowledge and also moral support we hope that our project has met the standard that the lecturer target.

Last but not least, with all the sacrificed we hope that we can go far with the project that we name as Broom Tech Enterprise. These project have thought us many things about business and entrepreneurship. So, with all the knowledge that we get we hope one day the business can expand very wide.

Thank you.

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INTRODUCTION

1.1 NAME OF BUSINESS



Generally our company name is Broom Tech which we sell advanced broom to community. At this moment, Malaysia seems so down in currency. Then an idea just pop out that we, the five of us wanted to get involved in business in order survive the economy as well as to assist nation economy. As all of us are mechanical student, we have seen eye to eye to sell advanced broom by applying our mechanical skills.

1.2 NATURE OF BUSINESS

Every company in this world deals with profit and loss. So are we. This business involves producing the goods, market the goods, buying and selling in order to earn profit. But there is no escape in loss. However we wanted to minimize our loss as it will affect our company.

Our main objective is to maximize our profit among our competitors. Hence it will make us a lot of bucks.

1.3 INDUSTRY PROFILE

The first broom was made in 1797. They are home-made and hand-made. Tree branches and brush were often used to sweep the floor and clean the ashes from the fireplaces. Sometimes a crude brooms were fashioned by tying something on a stick or handle. Therefore, the quality of brooms from time to time until today.

Basically, our product which is advanced broom, is made up of high quality plastic. It so to make it easy for our customers to carry it anywhere. There a few type of different broom all around the world. They are poly-vinyl broom, push broom, straw broom, wet/dry broom and etc. But our broom uses none of these.

This broom holder can be adjusted to make it compatible with the user. Hence, this broom can be said as portable broom. For the roller we uses poly-vinyl as the main sweeper. Brooms have been the main cleaning tools for decades.