

**ENT 300**

**TOASTER MASTER ENTERPRISE**



**PREPARED FOR:**

**MADAM THAHIRA BIBI BINTI TKM THANGAL**

**PREPARED BY:**

<b>AHMAD SYAFIQ BIN AMIRUDIN</b>	<b>2014689538</b>
<b>AHMAD MUAZ SAFUAN BIN MOHD ALI</b>	<b>2014613706</b>
<b>MUHAMAD HILMAN BIN ZAINAL</b>	<b>2014250838</b>
<b>AMBOK MUHAMMAD IZWAN BIN AMBOK SULOH</b>	<b>2014485312</b>
<b>NUR SYUHADA BINTI MOHD NOH</b>	<b>2014836406</b>

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# EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000 where the total contribution of each member is RM 20,000.

Our product will be a multi-purpose toaster that come with two functions which are to toast and to cook at the same time. Toaster Master with tagline “Save your time, save your money” is located at Johor Bahru with address: 41, Jalan Perniagaan Setia 6, Taman Perniagaan Setia, 81100 Johor Bahru, Johor.

TOASTER MASTER ENTERPRISE is a company which focuses on manufacturing a more useful product compare to the existed product in the market. We are highly confident that our market can be easily developed and spread in Malaysia as it is a new innovation that is not yet developed in this country.

To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this toaster. Nowadays, time is one of the most important thing for a lot of people with hectic daily schedule. We try to minimize the use of time when people want to toast bread and at the same time want to cook omelet for an example. We have done some research that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time for breakfast. So, with our new innovation, they can toast bread and cook at the same time without use of additional equipment. It is easy and simple as that.

We will expect that our business will become more developed in the near future because with the new innovation in our toaster, the demand will increase. This will give more advantages for us to make our product more profitable and stable in the long run.

# INTRODUCTION

## *Introduction*

Nowadays, toaster had widely been used all over the world but the function of toaster is just to toast the bread only. So we came out with our own idea to create a new innovation which is a multi-purpose toaster. Our multi-purpose toaster have two functions which are to toast a bread and to cook simple foods at the same time. This feature will save time for a lot of people who is already busy with their hectic schedule.