



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BASA ENTERPRISE

BANANA SLICE MACHINE

PREPARED FOR:

EN. AHMAD NUR MISUARI BIN IBRAHIM

PREPARED BY:

| | |
|-----------------------------------|------------|
| MUHAMMAD AQIL ZIQRY BIN NOR M ZI | 2017227784 |
| MUHAMMAD AKMAL BIN AZMAN | 2017253796 |
| MUHAMMAD RAFIQ AMSYAR BIN ARIFFIN | 2017220418 |
| NOOR SYAHIDA BINTI ZAINUDDIN | 2017249362 |

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EXECUTIVE SUMMARY

BASA ENTERPRISE sells and repair a product called Banana Chip Machine. This business proposal presents our business description, activities and goals within three years forecasted business period.

We start our business in Jalan Pekeliling, Pasir Gudang, Johor which is a developing city. Our mission is to invent products that can chop the banana faster for easiest to make banana chips.

Our client is customers identifying as middle and low class who want consume with affordable price of product. BASA ENTERPRISE offer banana chip machine to make banana chips faster. We offer this product to new entrepreneur who sells banana chips. By using this machine their banana chips can sells more.

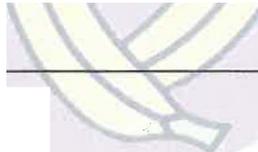
Our company guarantees that our products is affordable our product comes with service such as maintenance and spare part. We provide free maintenance service for the first 6 months. This will help user to have less worry about the cost if the machine has a breakdown. Plus, it is unlikely that the machine to have any problem in the first year operating due to it can only handle medium production rate. We also provide spare part for the machine in case the machine has broken part such as the motor.

The management BASA ENTERPRISE consists of 4 lead workers which is Muhammad Aqil Ziqry, Muhammad Rafiq Amsyar, Noor Syahida and Muhammad Akmal. Our workers have extensive experience in finance, businesses, sales and accounting. These four partners will be taking role responsibilities together instead different duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. This banana chop machine BASA ENTERPRISE will provide is sure to appeal to customers throughout the Johor especially Pasir Gudang area.

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