

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

FUNDAMENTALS OF ENTREPRENUERSHIP

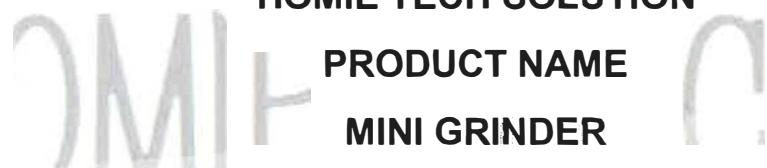
ENT 300

BUSINESS NAME

HOMIE TECH SOLUTION

PRODUCT NAME

MINI GRINDER



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There are many problem we had in doing this project. With this project, we become more organize and mature in dealing with the problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan we are very grateful and thanked them for the effort that they have shown in our project until we completed our business plan. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit knowledge about Entrepreneurship world and fact about how to become a entrepreneur in future.

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EXECUTIVE SUMMARY

Homie Tech Solution is company that provide mini grinder for customers. Our client is customers identifying as middle and low class who want consume product with affordable price of product. We also targeting busiest workers because we have delivery services of our product to customer home. Homie Tech Solution provides mini grinder especially for kitchen utensils.

Across Johor and Johor Bahru particularly the Homie Tech Solution business has seen an explosion of growth over the year. Johor Bahru is an area that we think the most suitable place to run our business. This is because, there are many new housing area and many people start to get a new home at Johor Bahru, so we target them as our customers.

Nourish & Lift Enterprise marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because some people in Johor Bahru have low wage. Thus, we develop marketing strategy that gives attraction to come our shop especially for low wage people.

The management of Homie Tech Solution are Khairul Nizam, Ain Sofea, Aiman Rahman and Ruszaidee Rusli. Our workers have extensive experience in finance, businesses, sales and accounting. This four partners will be take 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, social media such Facebook and Instagram and signboard. This shop will be at Johor especially at Johor Bahru area.