

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.

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EXECUTIVE SUMMARY

Homie Tech Solution is a company that provides mini grinders for customers. Our clients are customers identifying as middle and low class who want to consume products with an affordable price. We also target busy workers because we have delivery services of our products to customers' homes. Homie Tech Solution provides mini grinders 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 is the most suitable place to run our business. This is because there are many new housing areas and many people start to get a new home at Johor Bahru, so we target them as our customers.

Nourish & Lift Enterprise's marketing strategy is to emphasize the quality and price of our products and services. We offer an affordable price because some people in Johor Bahru have a low wage. Thus, we develop a marketing strategy that gives an attraction to come to 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. These four partners will take on different responsibilities together instead of different duties and portfolios.

Already we have service and product commitments. We plan to aggressively build our brand through newspapers, ads, social media such as Facebook and Instagram, and signboards. This shop will be located in Johor, especially in the Johor Bahru area.