



FACULTY OF MECHANICAL ENGINEERING

J4EM1105F

# PEE - CUT MACHINE

" MAKING LIFE EASIER IS OUR PROIRITY "

LUTHFI . NURUL . ANIQ . AFIQ AFFKAR

## BUSINESS PLAN

PREPARED FOR

## **ACKNOWLEDGEMENT**

First of all, Alhamdulillah and praise to Allah S.W.T for giving us the opportunity to finish the business plan successfully. With the gust and guide from Him, we are able to complete this business plan on the time that had been given. With the strength He provides us, we able to find the materials and information needed to finish this project.

Secondly, we would like to express our gratitude to our beloved lecturer of the course Fundamentals of Entrepreneurship (ENT 300), Mr. Ahmad Nur Misuari Bin Ibrahim for everything he has taught us. His dedication in providing us with knowledge on becoming a successful entrepreneur has helped us to complete this business plan on time. He has taught us on how to solve problem regarding entrepreneurship and always giving us advices in finding suitable materials and information for this project. We will always be thankful for all his love and support.

Furthermore, we would like to thank all our classmates (J4EM1105F) for always helping us out. We would like to thank them for their opinions, ideas and information that they provide us to helps us to complete this business plan.

Last but not least, special thanks to each of our group members, Nurul Islah, Muhamad Aniq Hazman, Luthfi and Afiq Affkar for the time and effort they have put in to complete this business plan. For every difficulty we faced, we support and helped each other in solving the problems. Our only goal is to complete this business plan right on time with the correct context.

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## **EXECUTIVE SUMMARY**

### **Century Enterprise**

Century Enterprise offers a product that combines two functions in a machine which are peeling and cutting. By this combination, Pee-Cut Portable Machine was made as an idea to ease people's activities in daily life.

Household areas is a place that was surveyed which 63.6% from 70 respondents facing difficulties in cutting and peeling fruit for their daily uses. The major problem is the difficulty in peeling and cutting manually which is tiring and taking your time if you are inexperienced. Next, sharp tools as knives that were used in cutting and peeling can also give harms to people where danger is everywhere. So, by combining peeling and cutting, those difficulties are slowly will be easier and dangers can be avoided.

As a starter for the business' products, Johor Bharu has been a place that is targeted for the rising of the company's product. Johor Bharu, which is a place, packed with household areas is a suitable place to rise up the business from a smaller scale. Then, the state of Johor will be the next target to spread the company's name and also increase the company's popularity. This can help to increase the market sales from a smaller step to a bigger step.

The purposes of preparing this business plan is to secure gain knowledge as well as experiences which are crucial in building up a new company. This business plan is also as an initial step to be a bigger and a successful company in Malaysia. Thus, the company market target which is to be at top in the market in the line of fruit peeler.

The key players to the rising of the company which are Nurul Islah, Afiq Affkar, Aniq Hazman and Luthfi. With experiences and knowledge, these four will raise the company together to climb to the top.

This newly built company is targeting a smaller area such as in Johor Bharu only which also helps in gaining feedback for further researches on becoming a bigger scale company in the market industries. After 1 year, this company is targeting to penetrate international market starting from Singapore, Thailand and other neighbourhood countries.

This product provides an easier way of life that can greatly increase the efficiency in certain workplace. So, this will help the citizens in Johor Bharu to experience some new way of living life.