



اُنِيُوْزِئِيْتِي تِيْكَوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF MECHANICAL ENGINEERING**

**DIPLOMA IN MECHANICAL ENGINEERING (EM 1105E)**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME**

**SECURE FIT.CO**

**PRODUCT NAME**

**CUTSCAPE TOOL**

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There are many challenges that we have to face such as finding the material suppliers and machine capacity for our project. Finally, we want to thanks to the entire member for giving good cooperation and effort to finish this project successfully.

## EXECUTIVE SUMMARY

Secure Fit Enterprise is a company that produce a unique rescue tools that can save hundred or thousand life from danger. Our company create tools, which is easy to use even in a panic situation or during disaster and emergency. We will establish our company at early 2017. We created this company because in fact Malaysia has a high percentage of road accident and death. We want to educate our people how much valuable life is by having our product at that situation. Our target market are car users and rescue agency. We have targeted that our customer will buy our product because of its uniqueness and portability. Our product is very light and easy to use during emergency. We are very sure it will attract their attention to buy our product.

The name of our product is Cutscape. The function of this product are it can help us escape from a trapped car by cutting the seatbelt and breaking the car window, It is very useful to save many life from death. The price also very cheap because of the low manufacturing cost. Even the cost is low, our company is very concern about the choice of the materials. We only choose strong and high quality material so the product will have high durability.

We will market our product by selling it with a lowest price. RM 20.00 is an affordable price for the customers. Then, we will promote it using pamphlet and media social because it is the great platform to promote the business to worldwide.

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## **1. INTRODUCTION**

### **1.1 Name of Business**

By brain storming process and discussing, we finally have choose the suitable name for our company and agreed that, the Secure Fit .CO is the name for our company.

### **1.2 Nature of Business**

Secure Fit Enterprise is a company that produce a unique safety tools that can save hundred or thousand life from danger. Our company create tools, which is easy to use even in a panic situation or during disaster and emergency. We will establish our company at early (2017)

### **1.3 Industry Profile**

Secure Fit .Co is the first industry that produce this safety product in Malaysia. We sure that our company can attract the customer to buy our product.

### **1.4 Location of the Business**

We have make a decision to build our base at Johor because we can get wide marketing in this area. As we all know, Johor Bahru is one of the main city in Malaysia so there will be large number of car users that need our product.