



اَوْنَبُوْرَسِيْتِيْ بِاِتِيْكَنُوْلُوْكِىْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



ZESSES CO.

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
BUSINESS PLAN

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1. **EXECUTIVE SUMMARY**

The following is a proposal and a business plan for a device that promised to keep us safe and secure especially for women and child. this device consists of four main functions which is speaker, a power bank, torchlight and also work as a taser mainly. It has a charging port that has a controlled current to keep it user friendly and safe. Additionally, we hear the demand of the nation and the goal of this plan is to fulfil all the wants and needs of everyone. this torch light is in the size of a palm that fits perfectly in every compartments of a pouch which could be carried easily everywhere. we received a lot of support from the awareness campaign regarding this device and felt very dedicated into pursuing this. we feel that our company is uniquely positioned to profit from changes in the industry. we also feel that our company can continue to leverage the expertise we have gained into higher levels of profit and customers expectation.

1. COMPANY PROFILE

Name of the business : ZESSES CO.
Business address : No 26-2, Jalan Setia Dagang, U13/AK, Setia Alam,
40170 Shah Alam, Selangor Darul Ehsan.
E-mail address : zesses.coperation@gmail.com
Telephone number : 03-1234567
Main activity : Selling multifunction products

PARTNERS BACKGROUND

- GENERAL MANAGER

Name : Aimy Deanna Binti Afendi
Identity card number : 950529-14-5388
Permanent address : No G20295, Jalan Eco Grandeur 2/1J
Avenham Garden Bandar Saujana Utama,
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Email address : aimydeanna@gmail.com
Telephone number : 012-3426765
Date of birth : 29 May 1994
Age : 25
Marital status : SINGLE
Academic qualification : Master of Business Administration (MBA)
Course attended : London Business Training & Consulting,
Senior Executive Programme
Skills : Strong leadership qualities, highly
organized and excellent communication
skills
Experience : 2 years as an Assistant General Manager
Capital contribution : RM 1 200 000