



UNIVERSITI TEKNOLOGI MARA

GROUP ASSIGNMENT

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BM1115A3

PREPARED BY:

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DECEMBER 2015-MARCH 2016

## Introduction

Kurla Company has introduced an eco-friendly product which called Bottle in Bottle that is located in 3<sup>rd</sup> floor, Complex Karamuning, Kota Kinabalu which allows the entire people in different ages to have what their need especially for them who have family. We choose this place because it is a strategic place for everyone to visit and it is an easiest place to find a home needs. Bottle in Bottle is able to serve everyone in one quick, convenient visit and only serve you with the best on our product. Our product is a combination of bottle in bottle that gives a lot of advantages to people, besides we make their life easier in managing their time so their time is not wasted on preparing a lot of variety drink in one time. Other than that, it will make your life simpler when it comes to picnic, sports, tea time, or other suitable time. Moreover, bottle in bottle can be used in many ways, whether to cool the drinks or as a holder for the individual who are busy chatting with their friends or family and do not want their hand to get wet.

Our vision is stated clearly to serve the best product that is very useful and a life saver at home to turn this business into a worldwide business. You can come by to visit and kindly purchase our product if you feel satisfied because we only serve a satisfying product. Besides making a satisfying product, we also want to discourage unnecessary spending when going to any supermarket or store. Everyone knows that we tend to buy unnecessary things at the supermarket especially females or in other name to be called fulltime housewife. By using our product, you can save money and lose the regret of buying unnecessary things we also create a product that will make your life easier in saving time or any preparation and to make sure that this product is worth it.

Bottle in Bottle aims to use eco-friendly elements into business while at the same time we can save the world. Instead of using unnecessary things or wasted bottle, we try to make a change by using recycle things. We will incorporate as much as the unnecessary and wasted elements. Our motto 'We Serve What You Deserved' represents our high quality product.

we want people to enjoy their drinks while it is cold and without changing the taste because we thinks that if an ice is added to a drinks the taste will be differ than the original taste so it comes to our mind and attention to create something that will not change the taste but in the same time the drinks keep cold and the taste stay the same. We also wanted to help everybody to reduce the electric consumption and pollution.

### **Purpose of the business**

This business plan was prepared to convince our venture capitalist. We want to convince the investor and banker to support for our capital in order to make the business running and to finance our financial and cover any problem that occur during the process of making the product and the growth of the profit.

Moreover, we also want to convince KHIND Company who makes our product that we can get profit according the concept we ask them to produce. We are not only making a simple product but also a creative and innovative where we can get people attention and seek the opportunity in the market become competitive.

Kurla Corporation also asked RM60, 000 loans from public bank and each of the members of Kurla Corporation to contribute RM25, 000 for the company capital. The capital will be used to finance the company requirement to start the business. We also provide a guide line to provide a better viewing to understand the plan of our business and how we manage the company in order to be success in the future and know what are we doing and align with the business goals and objectives. We can guarantee that we will be able to pay the entire loan with the provided interest

## COMPANY BACKGROUND

Name of the company: Kurla Corporation

Address: ITCC Shopping Mall Penampang.

Telephone number: 088345876

Fax number: 0898327

Email: [kurla\\_cop@yahoo.com](mailto:kurla_cop@yahoo.com)

Facebook: Kurla Corp BIB

Form of Business: Partnership

Main activity: selling

Date of Registration: 1 April 2010

Number of Registration: M109238

Date of Commencement: 8 April 2010

Initial Capital: RM 125,000 (own)  
RM 60,000(loan)

Name of Bank: Public bank



**Kurla Corporation**

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# KURLA COMPANY

## 2.0 The company vision

To be well known by people because of the simple and reliable product

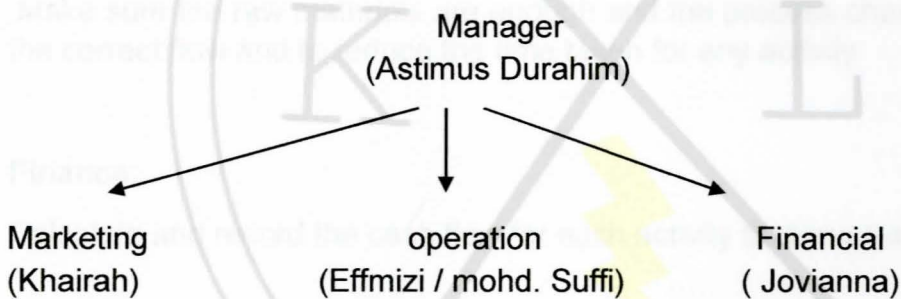
## 2.1 Mission

Helping people to cool their drinks while relaxing with family and friend while chilling together and in the same time reduce electric consumption

## 2.2 Objectives

Help people to reduce the electric consumption and reduce pollution

## 2.3 Organizational chart



## 2.4 List of personnel

| <u>Position</u> | <u>Number of personnel</u> |
|-----------------|----------------------------|
| Manager         | 1                          |
| Marketing       | 1                          |
| Operation       | 2                          |
| Finance         | 1                          |
| <b>TOTAL</b>    | <b>5</b>                   |