



اَوْنِيُوْرَ سِيْتِي تِيْكُوْلُوْجِيْ مَارَا
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**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN REPORT: 3NATION CASING



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1.0 EXECUTIVE SUMMARY

3 nation casing is inspired by a phone casing where the phone casing functions as a protector for the phone so that the phone remains physically intact and does not suffer damage when it falls or is hit by a strong impact. We chose the phone casing as our product because almost all people today have this phone because it can facilitate their users' affairs in terms of communication, business or entertainment. We have created a new evolution of the phone casing by adding three advantages in one phone casing. The first advantage is that we have added a powerbank on the back, providing a speaker and having shock proof which can act to save the phone from any damage.

The 3 Nation Casing company is organized by four people, namely the administration manager, marketing manager, financial manager and operation manager. This is because we want to ensure that all movements in the 3 Nation Casing company run smoothly with the presence of each manager from the various sectors in the 3 Nation Casing company. With this, every process and progress in 3 Nation Casing will be more organized and structured from the various aspects in managing a company.

More than that, we have chosen Shah Alam as the location to develop our company. Among the reasons why the Shah Alam location was chosen is because it is a strategic location to develop a company. This is because it is in the middle of the city and it is easy to attract the attention of people who live there. There is also a large human population there which can help increase sales if we establish a base there.

To conclude all of this, the 3 Nation Casing company aims to revolutionize phone protection by introducing an innovative phone casing that combines three key features: a built-in power bank, an integrated speaker, and shockproof capabilities. These enhancements not only protect the phone but also add value for users by addressing their practical needs in communication, entertainment, and convenience. The company is managed by a structured team of four managers overseeing administration, marketing, finance, and operations to ensure smooth and efficient functioning. Shah Alam was strategically chosen as the company's base due to its central location, high population density, and potential to attract a significant customer base, which collectively support the company's growth and success.

2.0 BUSINESS BACKGROUND

i) **Company Name:**

We chose 3nation casing as our company name because of its uniqueness. The product we produce has three advantages that can change the way we see and think about phone cases also can provide benefits from various aspects that can lead to new evolution for the future.

ii) **Nature of Business:**

A phone casing that provides various advantages that can give a favor in terms of durability, power and speakers that can meet the user's taste.

iii) **Partners:**

The operational team comprises five partners: Nur Ain Syahira Binti Amran as (Financial Manager), Ku Nurul Sofia Binti Afizal as (Operation Manager), Muhammad Azfar Hazziz Bin Gyazali as (Administration Manager), and Irfan Farhan Bin Abdul Kamil as (Marketing Manager).

iv) **Business location:**

3nation casing was stated at Kampung Melayu Subang, Shah Alam, Selangor, Malaysia. Because it have a suitable demographics for developing a business in that area, which is able to attract the attention of the public because it is located in an urban area.

v) **Commencement Date:**

The business was officially registered on 10 May 2024, with full operations commencing on 6 August 2024.

vi) **Business Prospects:**

3nation casing estimates that it can grow its business by 70% by catering to various age groups. This is because we will create various designs with the same advantages in order to satisfy the tastes of buyers from various aspects. We will do our best to achieve our target of expanding our business to the global market.