

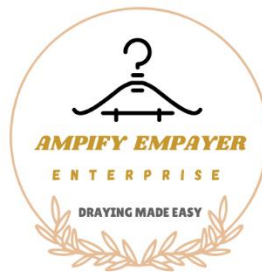


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UNIVERSITI
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ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP

TITLE:

BUSINESS PLAN REPORT: AMPIFY EMPAYER ENTERPRISE



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1.0 EXECUTIVE SUMMARY

Ampify Empayar Enterprise, based in Cyberjaya, Selangor, specializes in manufacturing innovative, high-quality portable rotary clothes drying products under the brand Ampify CycloDry. Established as a partnership in 2021, the business aims to revolutionize the laundry drying process by offering sustainable and space-saving solutions that cater to diverse customer needs. The Ampify CycloDry combines functionality, durability, and eco-friendliness with features like rust-resistant materials, foldable designs, and optional smart technology.

Targeting urban families, students, and environmentally conscious consumers, the business plans to capture a share of the RM340.4 million market in Selangor by leveraging effective digital marketing strategies, competitive pricing, and unique product offerings. Financial projections show steady growth, with an estimated revenue of RM1,102,843 by the third year. This business plan outlines the company's strategy for market penetration, operations efficiency, and financial sustainability, aiming to secure funding for expansion and innovation.

4.0 ADMINISTRATION PLAN

4.1 Business Mission, Vision, and Objectives

1.Vision

To be a major leader in the suspension manufacturing industry by focusing on innovative design, ease of use, and sustainable solutions locally and globally.

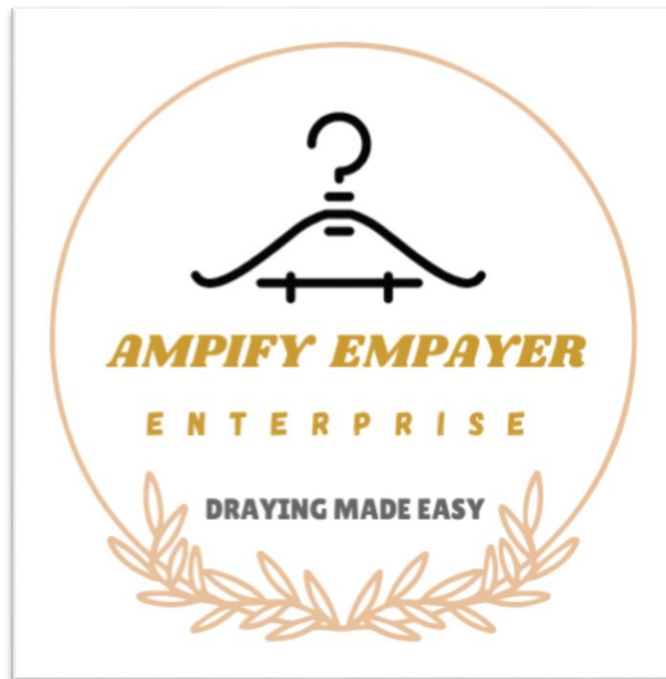
2.Mission

We plan to revolutionize the suspension industry by providing products that combine innovation, convenience, and durability. Focusing on the daily needs of users, and facilitating the daily work of users, especially women, we strive to produce high-quality hangers that facilitate the process of drying clothes while contributing to environmental sustainability.

3.Objectives

1. Produce durable and quality suspension products at reasonable prices.
2. Ensure innovative and safe suspension design for all levels of users.
3. Reduce environmental impact by using environmentally friendly materials and energy efficient technology.
4. Provide the best customer service to ensure user satisfaction.
5. Build a brand known for the value of innovation, quality, and durability.

4.2 Business Logo & Description



The logo for Ampify Empayer Enterprise represents the company's innovative and customer-focused approach. The business specializes in manufacturing high-quality, portable rotary clothes drying solutions, offering products that simplify the laundry process while being environmentally friendly, durable, and space efficient. Ampify Empayer Enterprise caters to urban families, students, and eco-conscious consumers, providing sustainable and practical solutions for modern lifestyles.

The logo features a clothes hanger with a question mark on top, symbolizing versatility and problem-solving in drying solutions. It is enclosed within a circular design adorned with laurel leaves, signifying achievement and commitment to excellence. The tagline, "Drying Made Easy", emphasizes the company's mission to offer convenient and efficient solutions for laundry drying.

The gold in the logo reflects luxury, quality, and dependability, while the black conveys professionalism, strength, and innovation. These elements together highlight the company's dedication to delivering premium products and services to its customers.