



اُنِيُورْسِيْتِي تِيكْنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY:**

ACADEMY OF CONTEMPORARY ISLAMIC STUDIES (ACIS) UiTM  
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BUSINESS PLAN REPORT AMPYRE  
SDN.BHD

**SUBJECT:**

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**CLASS:**

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## **1.0 Executive Summary**

Ampyre Sdn. Bhd. is a vibrant manufacturer located at Unit C4, Kawasan Perindustrian, Jalan 70300 Seremban 2, Negeri Sembilan. Our mission to create sustainable innovations drives us to design and manufacture environmentally friendly products for today's consumers. Our flagship product, Aquaflex, is a foldable and portable intelligent bottle, designed for the eco-friendly, youthful, and mobile generation. Combining simplicity, eco-friendliness, and the latest technology, this new product is going to revolutionize the reuse bottle market.

Our goal is to become the leader in the smart bottle industry, creating products that not only decrease the amount of single-use plastic waste but that also are a convenient and fashionable way to meet everyday hydration demands. This Aquaflex can go with you anywhere, to outdoors, work, studying, traveling, anything. We built it cool, good-looking, strong, and attractive, and you know, that is our answer.

Target Market: Students, working folks, active individuals living in or from Negeri Sembilan (especially Kuala Pilah) who. Our target market is very conscious of sustainability; they want durable, quality answers to disposable bottled water. With this growing market segment as our primary point of attack, we hope to gain good brand recognition and form loyal customer relationships.

Financial Projections: Our financial model is built on the cost-effectiveness and scalability of our approach. To forecast revenues, in the first month, 15% growth, determined through advertising, low-cost operational methods. However, we expect operations to be profitable by month six because of our low-cost production and extensive promotional events. These estimates demonstrate the sustainability of our business model as well as the vibrant growth opportunity that the green product industry presents.

Objective: The objective of this business plan is to provide guidelines for the development of a market-leading brand with Aquaflex. It includes how we operate, our promotion concept, our financial objectives, and our future outlook. Through this scheme Ampyre

Sdn. Bhd. It aims to create a viable business that helps combat plastic waste while also meeting the rising need for new and functional reusable bottles.

We aim to convert Ampyre Sdn. Bhd. We have become a leading company in the smart bottle business, establishing standards for quality, sustainability, and customer satisfaction. By utilizing current technology, modern design, and marketing, we should be able to market a product brand that customers will enjoy while reducing our environmental impact.

Ampyre, we're not selling a bottle; we're selling a way to drink, a way to live. Aquaflex-enabling people to be 'sustainable' and yet be able to enjoy the advantages of modern conveniences. This is the beginning of our quest to a great, influential, and long-lasting brand (business plan).

## **2.0 BUSINESS BACKGROUND**

Ampyre Sdn. Bhd. is a company established with the aim of introducing innovative products to the market. Our business operates under the name Ampyre Sdn. Bhd., and we began by launching the Aquaflex Smart Bottle, a foldable and portable bottle designed for convenience. The company was officially registered on October 2, 2024, and began operations on November 15, 2024.

Our company is based in Seremban 2, Negeri Sembilan, Malaysia. The Aquaflex Smart Bottle is our main offering, providing a practical solution for people who value portability and functionality. This innovative product is perfect for daily use, whether for work, school, or travel. We aim to provide a smart, easy-to-carry bottle that meets the needs of our customers.

Ampyre Sdn. Bhd. operates as a Sdn. Bhd. company and is managed by a dedicated team. Each member brings unique skills and expertise to the company, helping us drive innovation and ensure that we consistently meet the expectations of our customers. Together, we work to develop and expand our reach, making sure that our products are available to a wide audience.

In addition to product development, we are focused on expanding our market presence and continuously improving the Aquaflex Smart Bottle. We are committed to providing customers with high-quality products while ensuring sustainable business practices. Our goal is to become a trusted name in the market for portable, innovative products