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KAMPUS KUALA PILAH**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300**

BUSINESS PLAN REPORT

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2.0 EXECUTIVE SUMMARY

Fermentation-based floor cleaner is derived from the fermentation process from wastage or free residue that have been produced daily which can help to reduce the soil pollution by using the wastage of skin fruit such as oranges, lemon, mango and other types of fruits that can be used. Our fermentation-based floor cleaner is an innovative that focusing on eco-friendly solution undergo natural fermentation process acquired break down of organic waste and capable to eliminate harmful microbes usually harmful for consumers which is important to increase the productivity of product against cleaning dependence of chemical based cleaners. These products are offering a sustainable alternative from dependence to chemical-based cleaners which could affect health of consumers, usually causing symptoms such as skin rashes, itching, burning and discomfort. Sometimes chemical-based cleaner gives massive impact to the environment ecosystem that causes soil pollution which in tendency of increasing soil pH to acidic could decrease microbial activity in soil and inhibit growth of plants alternatively produce these products providing an effective and safe requirement for commercial users will bring plenty of benefits to them.

The main ingredients of this product are produced from natural ingredients that are usually easily to gain from fresh residue or wastage from kitchen or it can be derived with fruit skins for instance fruits that have thin skin that usually easily break down for yeast. Fermentation of fruit skins for floor cleaner involves a natural microbial activity to break down sugars, producing organic acids that act as cleaning agents. This can be run by collecting fruit skins, mix with water and sugar, and allow fermentation for 2–4 weeks. Thus, the fermentation process releases enzymes and acids that help dissolve dirt and grease, while the natural citrus oils provide a fresh scent against floor cleaner. Subsequently, our products have been non toxic to the environment using enzymes of yeast rather than using chemicals to remove stains or grease. Our fermentation product also provides safety for all surfaces that easily apply on tiles and other flooring materials and gives health benefits that are free from harsh chemicals that usually cause unwanted impact to health and these fermentation floor cleaners promote safer indoor air quality.

Our fermentation-based cleaner has plenty of benefits that give the best experiences to the consumers involving reduced dependence on chemical cleaners. The most important part is to reduce the impact of chemical-based cleaners on human health and environment that could be fatal. Additionally, these products not only give support to sustainability and waste reduction which is important to reduce wastage and keep the environment clean and use wastage properly. Last but not least, this product enhances consumers and environmental safety by utilizing natural ingredients that are non-toxic and biodegradable to ensure a safer cleaning experience while promoting eco-conscious living, making it a reliable choice for both households and businesses.

5.0 ADMINISTRATION PLAN

5.1 Vision

To be a global leader in eco-conscious cleaning products, inspiring a cleaner, greener future where sustainable living is accessible to all.

5.2 Mission

To provide innovative, eco-friendly cleaning solutions that promote sustainability, protect the environment, and improve the well-being of communities through effective, safe, and affordable products.

5.3 Objectives

- Ensure all ingredients are 100% organically sourced and packagings are recyclable and biodegradable.
- Increase brand awareness to environmentally conscious potential customers using social media as a tool to promote our brand and products.
- Research and develop new cleaning products to remove harder to clean stains.
- Create a mobile app for users to browse our products and to educate themselves on our impact on the environment.

5.4 Business Logo



Figure 5.4 (1) The meaning of the company logo