



اَوْنِيُورْسِيْتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA



SIMPLY YOUR LIFE

BY:

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Executive Summary

Fimane Winger kind of business which selling electrical appliances such as iron, hairdryer and other set of electrical appliances that had been innovate from the usual electrical appliances. Fimane Winger shop will be built at Karamunsing, Kota Kinabalu which we believe to be a very strategic location for the shop to stand whereby it is located at the center of the city. The business of these electrical appliances seen as a potential business that can be received by the community. In Malaysia, there is still lack of cordless electrical appliances which will help and easier people's daily life. However, we are prepared to go through any risks and problems that may encounter during commercializing our products.

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7.0 Marketing Plan

7.1 Introduction

7.2 Marketing Objectives

7.3 Target Market

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- 7.3.2 *Working Place*
- 7.3.3 *Saloons*
- 7.3.4 *Laundry*

7.4 Market Segmentation

- 7.4.1 *Geographic Segmentation*
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8.2 Operation Strategy

8.3 Process Planning

- 8.3.1 *Symbol use in the process chart*
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8.4 Operation Layout

8.5 Production Planning

8.6 Material Planning

- 8.6.1 *Material Requirement Planning*

8.7 Machine and Equipment Planning

8.8 Manpower Planning

8.9 Overhead Planning

2.0 Purposes

1. The Entrepreneurs

To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.

2. Financial Institutional

To obtain its financial support to start the business and fulfilling all the needs in order the business registration. Financial institutional involved in this business project is Maybank.

3. Suppliers

To help convince suppliers of the viability of our business venture. It benefits both the suppliers and our company in long term business management.

4. Company Staffs or Workers

Help workers to understand the business' goals and objectives and give a guideline to them regarding their job duties and responsibilities.