



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
ASUWISH

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EXECUTIVE SUMMARY

1.1 Introduction

Nowadays, crimes often happen even in a place or a time that we can't even predict. Therefore, we open a company named 'AsUWish'. This business is provided for public, students and working person. As this company form as a partnership, it shared by five members. This company manage by Noranierah Binti Noho as a General Manager, while Nor Azieamirah binti Sabli as an Administration Manager, Tiana Binti Bujang Uti as a Marketing Manager, Nur Alia Azrin binti Esmadi as an Operational Manager, and Nur Fahzira binti Yusof as a Financial Manager. This company is set up at One Borneo Hypermall, Kota Kinabalu.

Without a doubt, the safety alarm system industry is expanding nowadays. The market is huge because current issues that happen in our country. This product was inspired by these current issues.

It is a powerful marketing tool to improve the security system where Malaysia is known as a developing country that has its own mission to become a highly develop country at year 2020. Therefore, we aid our country to achieve this mission.

Because of the booming of safety alarm system industry, our company will be able to get support from the supplier. The supplier will be really interested in investing in is when they see an opportunity to support and expand this product out there since they will gain profit. The credit term that the suppliers will offer in term of payment is by fixed payment.

1.3 Company Background

Our main product is a Pressure Alarm Mat. The main function of our product is to ensure the safety of the person that live in a house especially in an apartment, condominium or else. The main characteristic of this product is it can be designed by the customer themselves. Our company is a new company. It is formed as we concern with current issues nowadays.

The strength of this pressure alarm mat is it can be set by the owner at any time that they prefer. It can be home decoration as the customer can request a design of the mat and the cover that they want so it can be fashionable. The design that requested by customer is confidential because we keep the design between them and us only. Furthermore, our product is water-proof, easy to handle and care.

Unfortunately, every goodness has it flaws. The weakness of our product is if there are thieves broke into the house, we might be the first to be suspected as an offender. Moreover, if the cover of this pressure mats damage, it will affect the main function. Other than that, customer cannot purchase the cover mat at the market where it must be booked from our company only.

To overcome this problem, we will make an agreement with the customer before they purchase this product where they need to read and agree with all terms and condition. In addition, we assigned a lawyer for every purchasing to overcome unpredictable problem. To avoid the pressure mat being damage, we also provide our own maintenance service.