



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

FACULTY OF ACCOUNTANCY

BUSINESS PLAN

“INOTECH SDN BHD”

PREPARED BY:-

JENIKSON JASINI

2011150713

NOR AQILAH SUTAINIM

2011999237

ERNAZATUL MANSOR

2011135287

NOOR ASHIKIN ASMAROL

2011936287

NURUL AZMAH JAMALUDDIN

2011546681

SEPTEMBER 2014

EXECUTIVE SUMMARY

INOTECH SDN BHD is the name that all of the members have chosen to name their company. We have all agreed that this name will be commercialized into our business world whereby it is a private limited company formed by four members as well as the managers of the company itself. The Chief Executive Officer is Mr Jenikson Jasini who holds the highest share among the members which is 25% of the cash contribution. While Nor Aqilah binti Sutainim, Noor Ashikin binti Asmarol and Ernazatul binti Mansor as Financial Manager, Administrative Manager and Marketing manager respectively, in which they contribute 20% each to the cash contribution. Then, Nurul Azmah binti Jamiluddin as the Operational Manager which contributes 15% to the company. Our nature of product is an 'Automatic Suspension' whereby the name was derived to the specialty of the product's feature itself. This product is not an ordinary-existing-clothes-sun-dried or suspension whereby this product can help to ease people to get their clothes inside their house automatically when the weather changed. This product can be controlled by using the switch provided, with just one-single press on the switch/button and also through online as to whenever the person is not at home they still can get their clothes get inside their shelter. Other specialties is that our company provides service to make this product available at their home by sending our workers to get the automatic suspension into their home. Our main target are basically for married person, housewives, single parent, students, handicapped person, and single person (bachelor and ladies) but workaholic or busy with occupation. We have our own factory and a shop which are located at KKIP and Karamunsing, Sabah respectively. We will promote and advertise our product through online, radio, television and signboard. Thus, we hope that our main goal is to gain high profit throughout the years as well as to increase the sales.

1.0. INTRODUCTION TO THE INDUSTRY

Our company's name is Inotech Sdn Bhd whereby it was named by the Chief Executive Officer of our company and it was a consensus among the group members. Inotech means the combination between technology and innovation. It is to dedicate the nature of our business itself. We have all agreed that we would like to produce a product which it is use to dry clothes. Unlike any other sun-dried, this product has it unique features that it can make one's life more convenient as it can go inside home when the weather's changed. For instance, in Malaysia it used to have frequent rain and so, this sun-dried will automatically go the place safe from rain to protect the clothes from being wet. Basically, this product has two unique features either using remote control which operated by the owner as programmed or manually and second choice, sun-dried with sensor that can automatically detect the weather. We called this product as "Automatic Suspension". The differences between this product to the existing product in the market is that it is hi-technology advanced which it can be used either with battery or chargeable whereby, one just need one sigle press on the switch/button provided and through online also can be done. Our company's office located at Karamunsing while our factory located at KKIP. The members of the company are Jenikson Jasini as Chief Executive Officer which the highest contribution of share, Nor Aqilah Binti Sutainim as Financial Manager which responsible in managing the finance of the company and Noor Ashikin Binti Asmarol as Administrative Manager. While Ernazatul Binti Mansor and Nurul Azmah Binti Jamiluddin as Marketing Manager and Operational Manager respectively. Our target market is mainly for married, housewives, and single but workaholic or busy with occupation as well as persons who has less time to look after their clothes being dried under the sun. However, it is also very useful and help in this backdrop of hectic days like students, handicapped and people who seldom back home or who works at day and only back at night or having outstation. The vision of our company is "strive for excellence in the market we serve". Our mission are to be competitive in business world, to be competent and able to expand business around Malaysia, to increase sales and profit, to be one of the most influential competitors to increase productivity and last but not least, to attract more customers by improving the weaknesses in order to satisfy customer's needs and wants. Our short-term goal is to gain profit of 50% within ten years of operating business. While, our long term goal is to expand business throughout Malaysia or at least able to promote within East of Malaysia. All in all, we are quite certain that we could market our product and gain sales and profit, as if we keep our attitude to focus in our business to act honestly and in giving efforts with faith to God as the most essential part.

1.1.VISION

“STRIVE FOR EXCELLENCE IN THE MARKET WE SERVE”

1.2.MISSION

- i. To be competitive in business world
- ii. To be competent and able to expand business around Malaysia
- iii. To increase sales and profit
- iv. To be one of the most influential competitors
- v. To increase productivity
- vi. To attract more customers/users by improving weaknesses in order to satisfy customer's need and wants.

1.3.GOAL

- Short-term : To gain profit of 50% within 10 years of operating business.
- Long-term : To expand business throughout or outside Malaysia or at least able to promote within East of Malaysia.
- Target Market : Both male and female
- Male : workaholic (with occupation, busy, outstation etc.), single, students
- Female : workaholic, mother-housewives (married, single but busy with work, students)
- Income Level :- Middle group
- Higher income group

1.4.PURPOSE OF THE BUSINESS PLAN

The purpose of preparing the business plan is to show our commitment to make our dream to market this product and able to make the users satisfied and somehow will be granted of conventency as a result of buying our product the “Automatic Suspension”. Next, to help the economy growth of Malaysia itself and to generate more income in the future.

3.0. OPERATIONAL PLAN

- **INTRODUCTION**

Operation is one of an important function in order to plan the business organization. Operations management focuses on carefully managing the processes to produce and distribute products and services. Major, overall activities often include product creation, development, production and distribution. (These activities are also associated with Product and Service Management.) Related activities include managing purchases, inventory control, quality control, storage, logistics and evaluations of processes. A great deal of focus is on efficiency and effectiveness of processes. Therefore, operations management often includes substantial measurement and analysis of internal processes. Ultimately, the nature of how operations management is carried out in an organization depends very much on the nature of the products or services in the organization, for example, on retail, manufacturing or wholesale.