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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

**ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN REPORT



SEMESTER MARCH 2025 - AUGUST 2025

DATE OF SUBMISSION : WEEK 13

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1.0 EXECUTIVE SUMMARY

Snap A Pest Tech is a technology-driven business that focuses on providing a modern, safe, and environmentally friendly solution to pest control. Our business introduces an innovative pest trap machine that uses mechanical and smart features to effectively capture pests such as rats, cockroaches, lizards, and other common household or agricultural pests. Unlike traditional chemical methods, our machine does not use any toxic substances. Instead, it is designed to attract pests using natural bait or light-based lures, then capture them using a secure and efficient trapping mechanism. This ensures that our product is safe to use around children, pets, food, and plants, while also helping to protect the environment.

Our main target customers include homeowners and renters who want a chemical-free and user-friendly way to eliminate pests from their homes, especially in sensitive areas such as kitchens, bedrooms, and storage rooms. In addition, we target the food and beverage industry, including restaurants, food stalls, cafés, catering businesses and food industry factories where maintaining hygiene is critical. We also serve farmers and gardeners who need to protect their crops from pest damage using a natural, non-invasive method. The flexibility and portability of our trap make it suitable for both indoor and outdoor use in urban as well as rural areas.

There are several competitive advantages over traditional pest control products. First, our trap is non-toxic, ensuring safety for users, pets, and the environment. Second, it is eco-friendly, as the materials used are either recyclable or biodegradable, which helps reduce waste and pollution. Third, our trap machine is automated and electricity-efficient making it both modern and cost-effective to operate. Fourth, the product is durable and reusable, unlike one-time-use chemical sprays or glue traps. Finally, the design is simple and user-friendly requiring no professional installation or maintenance.

We designed it to be a cost-effective solution with a high return on investment. The production cost per unit is relatively low due to the use of locally sourced materials and efficient manufacturing methods. However, the market price allows for a reasonable profit margin. The growing public concern over chemical usage, food safety, and environmental sustainability increases the demand for our product. Our sales strategy includes online platforms, hardware shops, and direct sales at markets and expos, ensuring widespread accessibility.

By that, our company's importance lies in its ability to offer a technologically advanced yet environmentally responsible alternative to conventional pest control. Our product aligns with current consumer trends toward green technology and safe living environments. By combining innovation, safety, and environmental care, Snap A Pest not only meets today's market needs but also contributes positively to the community and the planet. With strong potential for growth and increasing demand, we believe Snap A Pest will become a trusted name in modern pest control.

services can be expensive and inconvenient. Snap A Pest Tech offers an affordable, DIY solution that is safe, easy to use, and effective. The company's mission aligns with current trends in green entrepreneurship and sustainability. By manufacturing traps that are made from biodegradable materials, the business supports eco-conscious practices while still being profitable.

2.2 FACTORS SELECTING THE BUSINESS

There are 3 factors in selecting this animal trap business. One of the factors that selected this business is the market demand and pest prevalence. Pests are the most problematic in a specific region. For example, cockroaches are the most common indoor pests worldwide. They carry bacteria, contaminate food, and can trigger allergies. Their presence is unacceptable in homes, hospitals, food-processing facilities, and restaurants making them a high-demand target. For mice, they are not only annoying but can cause serious structural damage and health hazards. Their infestations are especially common during colder months when they seek shelter indoors. And for lizards, they are usually harmless, but many people dislike having them in their homes due to fear, hygiene concerns, or cultural beliefs. In tropical countries, the demand for lizard control is higher. This shows that the frequency of pest complaints is higher and focusing on high-demand pests allows us to target the widest customer base and create consistent revenue streams.

Other than that, the factors of selecting this business are trap feasibility and effectiveness. Mice traps are well-developed, ranging from basic snap traps to humane catch-and-release options and smart electronic traps. They are easy to produce and effective. Cockroach traps are also cost-effective and easy to use. The sticky traps, bait stations, and gel-based lures are widely accepted and easy to place in high-traffic areas. For lizard traps they are the most challenging. Lizards are agile and less likely to be attracted by bait. So trapping requires either sticky boards or funnel-type traps, which may need more maintenance and user instructions. So we produce a design or source traps that effectively and reliably capture the target pests, while keeping production costs low and safety high. The trap designs are proven, reliable, and affordable to mass-produce.

Lastly, the factors of selecting this business are our products is compliance with legal, environmental, and ethical considerations. In many areas, mice traps must meet humane standards. For example, glue traps may be banned or restricted in some countries due to animal cruelty concerns. For cockroaches, generally considered vermin, there are few restrictions on how they are trapped or killed. And for lizards, some species may be protected by wildlife or environmental laws. Also, cultural beliefs may impact how people perceive killing them. Compliance with local regulations is essential to avoid fines, lawsuits, or public backlash. Focusing on pests that you can trap legally and ethically, and offer humane or eco-friendly options where possible to build customer trust and brand value.