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ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT



MOBILKU SDN. BHD.

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EXECUTIVE SUMMARY

1.0 EXECUTIVE SUMMARY

MOBILKU Sdn. Bhd. is an innovative delivery service based in Cyberjaya, Selangor, that utilizes autonomous electric vans powered by Tesla's AI technology to deliver essential household items directly to customers' doorsteps. Designed to meet the needs of modern, tech-savvy households and underserved communities, MOBILKU combines the efficiency of AI logistics with a commitment to social impact. The company primarily targets the elderly, persons with disabilities, busy families, and individuals with mobility challenges by providing a convenient, contactless, and user-friendly delivery experience through a custom-developed mobile application. Unlike traditional delivery models, MOBILKU operates a just-in-time (JIT) supply system, partnering with nearby grocery stores to ensure fresh, timely deliveries without the need for central warehouses. The vans are custom designed internally by the team to include specific compartments for dry goods, perishables, and heavy items, alongside a designated space for a trained delivery assistant to aid customers during handover.

Strategically headquartered in Cyberjaya, with service expansions planned in Putrajaya and Bandar Saujana Putra, the company leverages a strong digital infrastructure, centralized operations hub, and a carefully selected urban demographic to maximize efficiency and market penetration. The business aims to redefine last-mile delivery in Malaysia through environmentally friendly operations, including the use of electric vehicles and route optimization to reduce carbon emissions. The mobile app allows real-time tracking, order management, and customer support integration, enhancing the overall service experience. Financially, MOBILKU projects revenue growth of over RM63 million in the first year, with a steady increase of 15% and 21% in subsequent years. A strategic partnership with Tesla strengthens the brand's credibility and positions MOBILKU as a high-tech, community-cantered service that merges sustainability, technology, and inclusive living into one impactful business model.