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UNIVERSITI  
TEKNOLOGI  
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FACULTY OF PUBLIC ADMINISTRATION AND SCIENCE POLICY

ENTREPRENEURSHIP (ENT300)

“MIRACLE’S COMPANY”

BULB REMOVER X2000

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## Executive Summary

### 1.0 Introduction

Miracle's Company provides a bulb remover X2000 for the entire family. This includes two type of bulb remover. Easy and cheap price will be offered for all customers. Product is offered on a walk in basis or by order, Miracle's Company will send the product to customer where the customer needs are always the priority.

We, Miracle's Company, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to take care of their house, everyday have to clean and so on, as the house reflects their personality, and to make them feel more comfortable to live their life well. Miracle's Company sees this as a way to prosper in this market, by taking advantage of all these people's need.



## 2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Miracle's Company will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Miracle's Company has asked from Maybank for a loan up to RM 10,000 so it will be used to purchase a start up assets like wares equipment, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Miracle's Company has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Miracle's Company will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Miracle's Company is completely confident that it will be able to pay the loan back including the interest payment in the loan given.