



FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205I

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

EISPA ENTERPRISE

THE MAGIC GOGGLES

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LETTER OF SUBMISSION

Diploma in Science (AS120)
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10th January 2021

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**EISPA HOLDING – MAGIC GOGGLE**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Thank you,

Yours sincerely



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AUNI FATHINI BINTI ABDUL RAHMAN
GENERAL MANAGER OF EISPA HOLDINGS

ACKNOWLEDGEMENT

Peace be upon you, first of all, we would to thank Allah because because of his blessing that we finally finish our group assignment. We are deeply indebted to our lecturer, sir Azeman bin Abd Majid for guided us and help us with our assignment in the midst of pandemic covid !9 and with a lot of obstacle and online class, he managed to help us go through all this and being a good lecturer to us. Next, we would like to thanks our group member for awesome teamwork that they offer even we only use online platform, but because of their patient and their teamwork also consideration, we manage to finish this assignment with the best work we could offer, no matter how hard it is. Without their support and hard work, this assignment is impossible to be finalised. We also acknowledge our family members for being understandable about our assignment in the online era of class. Without all of you, this project would never been a success.

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EXECUTIVE SUMMARY

Nowadays, many people prefer and tend to start a business including us. First of all, I will explain first about our business. EISPA is the name that has been chosen to be our business name. The name EISPA is a combination of the first letters of all the names of our group members. The nature of our company is manufacturing business. This is because, we make products from raw materials before being produced for sale to customers. We have agreed to start a business on 1st January, 2020. Because in our opinion, it is good to start the new year with something fresh. The product we produce is named "Magic Goggle". We estimate that the mode of use required to start this business is RM 350,000. Every entrepreneur definitely wants his business to succeed. We want our product to be known to all because of its own characteristics that can give advantages to consumers and also have a bright future. In addition, we also hope that this business can stand stable in the market. We adhere to our vision and mission to be the most desirable equipment for snorkeling by 2031 and to fight the fear of not seeing anything in the ocean. Next, we have also designed a special logo to show our professional side. Every line in the logo has an implicit meaning. Our organization's motto is do the best, ignore the rest. In addition, we also hope to provide good service and high quality magic glasses so that everyone can enjoy better snorkeling.

Every business should start with careful planning. This is because before starting a business, the kite must first evaluate the viability and growth potential of the project to see how far the business to be run can be accepted and accepted in the market. In addition, to apply for a loan or financing facility from the relevant financial institution. This is because, we need sufficient funds to start a business. The funds needed are not in small amounts but the cost required is enormous. Therefore, we only need a loan from a true and trustworthy bank or institution. This is because we want to avoid problems in the future. With business proposals, it is very possible that our loan application will be easier and faster. Further, act as a guide for the proposed business management. With this, the business can be run and run more systematically without problems because it has guidelines and references. Furthermore, with this we can also produce good and high quality products. Finally, to allocate business resources affectively. This is also a short-term strategy or plan devised to achieve future targets about this business. This is because we must have a target to be achieved so that we can devise a strategy to achieve that target.

Every business has its own organizational chart as well as our business. This business is led and run by a woman named Auni Fathini. She is a woman who has held the position of general manager. For everyone's information, the general manager is responsible for all departmental operations or company operations. These include in generating income, managing and maintaining the goodness of staff, controlling costs and more. In addition to