



اُنِيُوْ تِكْنُوْلُوْجِيْ مَارَا  
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MARA

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**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**MINDER MULTIFUNCTIONAL WATER BOTTLE**

**MINDER MULTIFUNCTIONAL WATER BOTTLE**

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Sir,

**Submission of the Business Plan (ENT 300)**

Attach is the business plan title "**MINDER MULTIFUNCTIONAL BOTTLE**" to fulfill the requirements as need as university requirements.

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

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Thank you,

Yours truly

.....  
Nur Qistina Athirah Binti Mohd Hakim  
General Manager

## **ACKNOWLEDGEMENT**

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We are very grateful that we managed to complete our entrepreneurship group assignment about our business plan within the time given by our lecturer Sir Azeman Bin Abd Majid. This assignment cannot be completed without the effort, co-operation and dedication from our own group members, Nur Mahirah Binti Muntaha, Nur Nasya Marissa Binti Zainady, Nur Nisrina Binti Razilah And Nur Qistina Athirah Binti Mohd Hakim.

We would like to express our deep and sincere gratitude to our ENT300: Fundamentals of Entrepreneurship, Sir Azeman Bin Abd Majid for giving us the opportunity gain more knowledge about entrepreneurship and providing invaluable guidance throughout completing this assignment. His dynamism, vision, sincerity and motivation have deeply inspired us. He has taught us the step-by-step methodology on how to carry out the assignment successfully. From the assignment, we were able to understand the basic needs and how to outline a business plan correctly. It was a great privilege and honor to study under his guidance. We are extremely grateful for what his has offered us.

Last but not least, we are extremely grateful to our parents for their love, prayers, caring and sacrifices, and moral support that they have given us in finishing this group assignment. Our gratitude goes to all the people who have supported us directly and indirectly in finishing this assignment.

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## Executive Summary

Minder water bottle is a water bottle which provide an excellent and unique service to the user. Our team come out with this innovation to help the user feel ease and worry-free while doing other work. Minder has a many function itself in a lightweight material itself. These are the function of Minder:

- Remind the user about the customised reminder
- Mixer for beverages
- Extra compartment

The main function of this product is to remind. Since it is a customised reminder, our team created an apps to match with the purpose of customization. Recommend usage of this are by setting a schedule, reminder for important event or even a simple quote that keep a person to be motivated.

The business plan is purposely for giving overview of our product and the process of making it happen by including marketing plan, operation plan, administration plan and finance plan. Presenting the ideas by each of our team from thoughts into reality. The process has been divided to every person who are partnership of the business. They all play important roles in the company to make sure the goals become reality. In addition, the partnership of this company is:

1. Nur Qistina Athirah Binti Mohd Hakim (operation)
2. Nur Mahirah Binti Muntaha (finance)
3. Nur Nasya Marissa Binti Zainady (administration)
4. Nur Nisrina Binti Razilah (marketing)

Our target market are students and customer who would loves to bring a bottle everywhere. There we targeted places such as local cafés, book stores and also cafeteria in any universities or college. To obtain a good relationship with customers we provide a good service and having a membership offer as appreciation of any purchases of our product. The competitors to our business are few but we overcome this challenge by our special features of the bottle, a customised reminder.

We hope that this business plan can be used as a guideline for day-to-day management such as through the operation plan and financial plan. The guideline