



اَوْبُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205C

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

EZ4U SDN BHD

HOME APPLIANCES

PREPARED FOR:

MADAM NORMILIA BINTI ABD WAHID

— EXPERIENCE THE DIFFERENCE —

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LETTER OF SUBMISSION

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16 January 2021

Dear Madam,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, EZ4U SDN BHD would like to submit our business plan for your analysis and evaluation. EZ4U SDN BHD business partners and the side address are as mentioned below:

Details of the partners are as follow:

1. ZULAIKHA FAISSHAWAHYU BINTI JAMSARI
2. NURSUHAILAH BINTI MOHAMMED AFFENDY
3. NUR NAZIFA NASUHA BINTI MUHAMMAD
4. ALYA ZAFIRAH BINTI ABD RAHIM
5. MOHAMAD SYAMIL BIN MOHD SALLEH

ACKNOWLEDGEMENT

First of all, we want to thank you to Allah SWT who gave the blessing and strength to complete this assessment as a group assignment. We are grateful to Allah SWT for giving us enough energy, time, and idea to carry this assignment regarding our knowledge, understanding, and research. Other than that, we are thankful that this task can be completed within the allotted time. This assignment gives us a lot of knowledge and understanding of the business. This assignment gives us a wonderful experience, especially about the business.

Besides, we would like to take this opportunity to thank our beloved lecturer of Fundamentals of Entrepreneurship (ENT300) which is Madam Normilia Bt Abd, Wahid who always gives advice, and guidance on completing this assignment. I am very appreciative because have a sporting and helpful lecturer on this subject. Through this task, we have learned a lot of new experiences such as how to work in groups and how to handle a business. Next, we would like to express thanks of gratitude to our classmates and families who would always give supports, ideas to me about entrepreneurship.

Lastly, through this assignment, we gained a lot of knowledge about the entrepreneurship field. We hope that our assignments are complete and will receive warmly by our lecturer. We had used all our effort to complete this task successfully.

— EXPERIENCE THE DIFFERENCE —

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EXECUTIVE SUMMARY

Our company office and warehouse are located at P-2-3, Pusat Perdagangan Bandar Bukit Jalil, Jalan, Persiaran Jalil 3, Bukit Jalil, 57000 Kuala Lumpur, Federal Territory of Kuala Lumpur. The company is a business partnership between five owners. The idea of establishing this company to meet the needs of the community from various aspects. This is in line with the current situation where the whole world is facing the Covid-19 pandemic and the workaholic community

EZ4U is a business that focuses on portable, easy to use, and time-saving appliances that cover all items from electronics, furniture, and kitchen appliances. Our main products focus on the innovations of the best electric equipment. Besides, furniture, home decoration as well as basic kitchen necessities are also provided. Our main products are electrical appliances, we provide a wide selection of portable pots, portable grinders, coffee makers, and others.

Every business has a different mission and vision to realize the aims of a business. EZ4U businesses have a strong and dedicated mission and vision to succeed in the future. It can be used as a guideline to further expand the business and strengthen the market position in Malaysia. EZ4U also intends to open many new branches throughout Malaysia including Sabah and Sarawak.

EZ4U has devised an effective strategy to achieve the highest level of marketing effectiveness. At this company, we apply the most important are leadership, open-mindedness, creativity, and critical thinking. This is to ensure the quality of the products supplied to consumers is guaranteed. All the features available in this company greatly influence the development and expansion of the company in the future.