



ENT600
TECHNOLOGY ENTREPRENEURSHIP

WE CARE SDN. BHD.

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TABLE OF CONTENT

NO.	CONTENTS
1.0	<u>EXECUTIVE SUMMARY</u> 1.1 Product concept 1.2 Target market and projections 1.3 Competitive advantages 1.4 Profitability 1.5 Management team
2.0	<u>ADMINISTRATION PLAN</u> 2.1 The details of the product 2.2 Application of the product 2.3 Unique features of the product and the differences between on the market and what will produce 2.4 Development of the product 2.5 Features of the products 2.6 Opportunities for the expansion of the product
3.0	<u>TECHNOLOGY DESCRIPTION</u> 3.1 Key components related to the product or technology 3.2 Research and development 3.3 Specialized knowledge, experience and skills involved 3.4 Regulations that may govern the use of the technology to deliver the product 3.5 Future technology and market trends foreseen

4.0	<p><u>MARKET ANALYSIS AND STRATEGIES</u></p> <p>4.1 Customers</p> <p>4.2 Market size and trends</p> <p> 4.2.1 The market size based on the population</p> <p>4.3 Competitors</p> <p>4.4 Market share and sales</p> <p>4.5 Marketing strategy</p> <p> 4.5.1 Overall strategy</p> <p> 4.5.2 Pricing</p> <p> 4.5.3 Service and warranty policy</p> <p> 4.5.4 Advertising and promotion</p> <p> 4.5.5 Distribution</p>
5.0	<p><u>MANAGEMENT TEAM</u></p> <p>5.1 Organization</p> <p>5.2 Key management personnel</p> <p> 5.2.1 Skill for each management</p> <p> 5.2.2 Duties and responsibilities</p> <p>5.3 Management compensation and ownership</p> <p> 5.3.1 Direct labour planning schedule</p> <p> 5.3.2 Other expenses</p> <p> 5.3.2.1 Medical</p> <p>5.4 The share ownership planning schedule</p> <p>5.5 Supporting professional advisors and services</p>
6.0	<p><u>FINANCIAL ESTIMATE</u></p> <p>6.1 Introduction to financial plan</p> <p>6.2 Cost of coming up with prototype</p> <p>6.3 Projections</p> <p> 6.3.1 Capital expenditure projection</p> <p> 6.3.2 Pre-operating and working capital</p> <p> 6.3.2.1 Annual sales projection</p> <p> 6.3.3 Project implementation cost</p>

1.0 EXECUTIVE SUMMARY

1.1 Product concept

We Care Sdn. Bhd. is a company that concern about the demand and needs of Malaysians especially to old folks and disable person. Therefore, we provide an easier medical transportation for them to use it everywhere they want. Besides that, we would make sure that the quality of the product will reach the expectation of the society with the good quality. Furthermore, we will make some upgrading in our product and others. We are not just looking for profits but we want to help people especially help our own country. With our product, we will provide the facility and also service to people. Our upgrade product will give better satisfaction to customers. It also can increase our country income by the tax that we pay and can also be an attractive to tourist with our service product. Moreover, we will create another job to citizen in Malaysia.

We had decided to start our business at No. 10 Jalan Tun Teja 35/15, Alam Impian, 40470 Shah Alam, Selangor. The reasons we chose this location because the location was near the private and public hospitals, pharmacies and also residential area such as apartments and houses. So we think that this area is suitable for our product to invent in market.

1.2 Target market and projections

Our target market is large because this product price is reasonable and it suitable with the human needed now. As a beginning, our target market is for old folks and disable person, but we realize that this bed wheelchair also need to distribute to medical center as this is the important equipment needed.

1.3 Competitive advantages

Our company provides a new product which is no such product is available in market, thus has fewer competitors. Our product objective is to provide comfortability to patient and give less movement to them. To make sure that the product get in competitive, it need to compete in market by ensure the customer satisfied with our product.

1.4 Profitability

The bed-wheelchair is believed to be viable to sell and has great potential in Malaysia because this is the responsible product in the market and suitable with the human needed. In addition, there is no the same product released in market, so we take the opportunity to invent our product. Besides, we trust our product have a demand in the market so it will be increase and cause the profit to the company.

1.5 Management team

In We Care Sdn. Bhd. Organization team, Mohamad Azril Bin Supian Suri has been appointed to be the General Manager. Financial Manager is Owais Qarni Bin Qusham as he is the best to hold this position. We also agreed to appoint Muhamad Faris Bin Ali Nordin to be the Marketing Manager due to both ideas in promoting our business to the customers. Administration part was handled by our Administration Manager Mohammad Syafiq Bin Rosli while operation work was handled by Muhammad 'Abiddullah Bin Mazlan as Operational Manager.

For administrative plan, we try to manage the organization to meet the goals and objectives of the business. In the marketing plan, we will promote the business to the customers about our business and our company existence. Besides, the production of good products and maintaining the raw cost are under operation plan. In the financial, we will stabilize and maintain the company account. With the cooperation among us, we hope that our business will run efficiently and we can overcome all the challenges.