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UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300**

**BUSINESS PROPOSAL
(EDUCATION TOYS FOR CHILD'S DEVELOPMENT)**

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BUSINESS PROPOSAL

EDU TECH SDN BHD

PROPOSED BY NOORSHAHA RIZQIN

EDU TECH SDN BHD
LEARN • IMAGINE • CREATIVE

'Let kids imagine
the story and design
their own play.'

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- **EXECUTIVE SUMMARY**

As we all know, children development is growing while they are playing or when they do problem-solving activities. When children spend more time on the gadget, this will give negative impact to them. A research from National University said that early childhood education is important because it is when children first learn to interact with others including friends, teachers, parents and start to develop interest that will stay with them throughout their lives.

Our products are known as 3D Puzzle will help children to do more interactive activities with their friends, teachers and parents. This 3D Puzzle are suitable for age starting from 4 years and above.

Our company only have one design models which is transportations. We are planning to develop to another 3 categories such as flowers, building, and animals.

Three main targets on customer segment:

i) Parents community/Individual Person

Our product creates value for the parent's community or individual person who is buying our 3D Puzzle for their child or someone that they know. We believe that our product is affordable for everyone. The parent's community would interest in our products since it can build relationship between parents and the children.

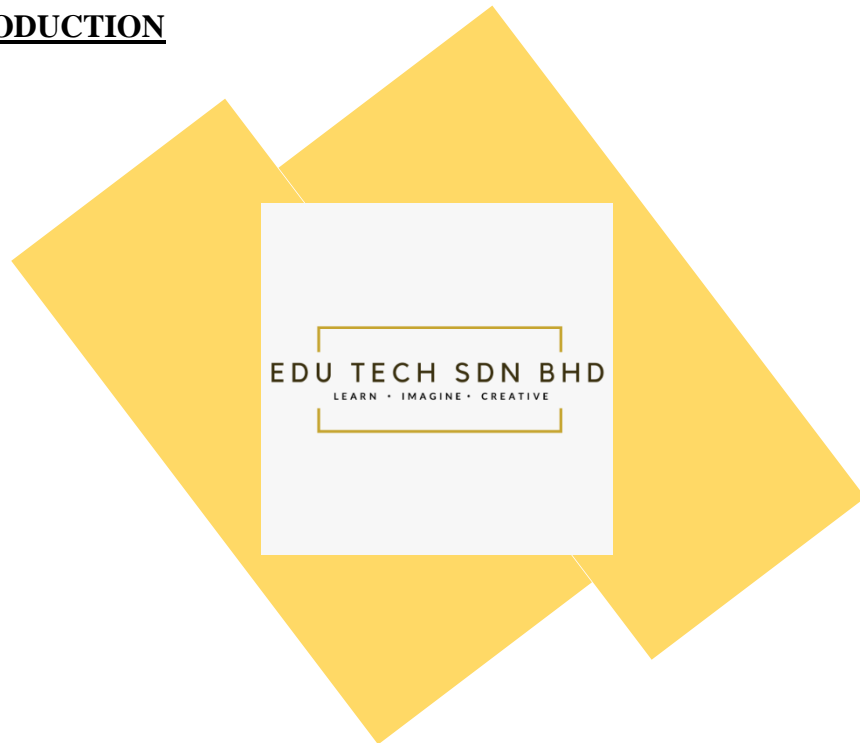
ii) Teachers

3D Puzzle can be one of the methods in teaching or learning materials. Nowadays, children mostly enjoy learning while playing thus teacher need to find a new way of concepts to attract children to learn. As it is a simple and easy product, it will reduce the teacher's workload in preparing education learning materials and activities for the students.

iii) The business groups

The next target market is among the nearest businesses group. We aim to sell in a large quantity with different types of price to them.

- **INTRODUCTION**



Logo Description

Our company logo that states to focus on three main categories which is learn, imagine and creative.

Learning is an important role to everyone in order to achieve their goals and dreams. By giving them inspirations to image their own story while playing with our multiple design models 3D Puzzle, could encourage a person's to be more creative.

Vission

Towards in making the achievements as one of the Bumiputera companies leader and most influential company in education field that responsible for learning purpose.

Mission

- Provide efficient market demand from time to time and good customer service.
- Offers high quality products
- Focus on the change of price fluctuations and offers goods with reasonable price