



اَوْنَبُوْ سَيِّتِيْ تَيَكْنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP ENT300

BUSINESS PLAN REPORT

BUSINESS NAME: PS ENTERPRISE

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Executive Summary

The company's name is PS Enterprise. PS stands for Power Supply Enterprise. The idea for the company's name comes from our ideas to show that we are innovators of electrical appliances. PS Enterprise established under Sole Proprietorship Business Act 1956. The nature business of PS Enterprise is to produce products that can make someone life easier in preparing the most important meal of the day. PS Enterprise produce Wifey Material Tool which is a convenient appliance that contains multi-functions breakfast maker which saves time as it consists of 4 different kitchen appliances in 1 product. PS Enterprise is a manufacturing company that produce product that is based on electrical appliances.

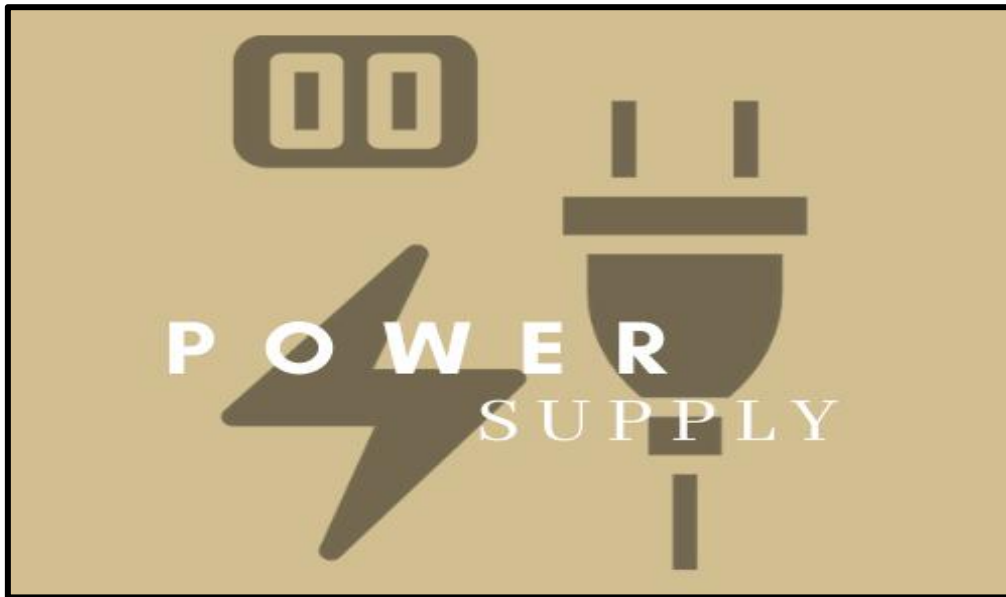
We segment our customer using geographic segmentation which focus on people who lives in Ipoh, Perak. Other than that, we also use demographic segmentation. This focuses on specific group of people which we choose university students and working people. We are cooperating with 4 different suppliers to produce our product. We use zero level distribution channel that involves direct sales from manufacturers to consumers with no intermediary.

We also practice few promotion strategies by using advertising, social media, business cards, flyers and signboard..

1.0 Organization Background

i.	Name Of The Business	PS Enterprise
ii.	Business Address	GR-15 & GR-16, Ground Floor, Zone B, De Garden, No. 3, Persiaran Medan Ipoh, Bandar Baru Medan Ipoh, 31400 Ipoh, Perak
iii.	E-Mail Address	PSenterprise@gmail.com
iv.	Telephone Number	011-40734171 05-3574613
v.	Main Activities	Selling multifunctional electrical appliances
vi.	Date Of Commencement	1 st January 2020
vii.	Date Of Registration	1 st January 2019
viii.	Registration Number	267912-X
ix.	Name Of Bank	Maybank Berhad
x.	Bank Account Number	5128-6570-2821

1.2 Logo And Motto



1.2.1 Logo

The electrical symbols in our logo represent us as an electrical appliances company. We choose Power Supply to make customers remember that we always provide the best and powerful electrical appliances.

1.2.2 Motto

“spend less, relish more”

Our motto widely explain that customers will enjoy every ringgit spend on our product. With the affordable price offer, customer can get many benefits such as time saving and quality product with Wifey Material Tool.