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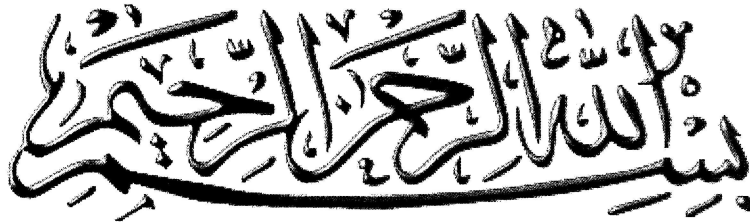
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Assalamualaikum w.b.t. First of all, Alhamdulillah praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT600 subject. We, the group partner are accepting this as challenge to ourselves because it shows our effort and ability to complete the task. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

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1.0 Executive Summary

Entrepreneurship is a process innovation and new venture creation through four dimensions which includes individuals, organization, environment and institution. Entrepreneurs are individual who actively form are lead their own business nurture them for a growth and prosperity. In order to form a business, there are quiet numbers of phase that should be understood and develops by entrepreneur.

i-Guess Enterprise is a partnership company ventured by five partners such as General Manager, Administration Manager, Operational Manager, Financial Manager, and Marketing Manager. Each partner will hold different position in managing the business.

i-Guess is a product business that offers a new product that can indicate the level of the cooking gas and detect if there is a leakage in that gas. To make it more attractive and interesting, this company decided to make some innovation by implying creativity and modern element in this cooking gas. Nowadays, safety is one of the important things in any products making so a new safety equipment might be a new attraction to people.

This company try to implement the attitude of the Malaysian people which is careless about the safety of their lifestyle to the product. This is because most of the Malaysian people is busy and doesn't have enough time to check where the cooking gas has a leakage or not. Besides that, we have done some research that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time. So, with our new innovation, they can just get the gas dedicator to ease their life because they can know when the cooking gas is almost empty and also can make some preparation if the cooking gas is leakage and safe their life. It is easy and simple as that.

i-Guess Enterprise have a long term target of expanding business as to have many branches throughout Malaysia. Besides that, all manager are determined to make a strong impact in this industry and hope to slowly regain the trusts of the customers so that this company will be able to dominate the market and establish this company brand to be as strong as possible. This company are promoting gas dedicator for the first month to attract customers to buy this products with an affordable price.

2.0 Introduction

2.1 Name of the Business

- i-Guess enterprise.

2.2 Nature of Business

- i-Guess Enterprise is a company that provide the better life style to our customer. We as manufacturing company are offering product gas dedicator (gas indicator + gas detector) to measure the level of the cooking gas and to detect if the cooking gas is leakage.

2.3 Industry Profile

- Due to high potential and population of people especially house owner, this business will be located at Shah Alam, Selangor. Shah Alam is strategic place where near to the residential area, shopping mall and restaurant. So, we could see there is a bright opportunity for this business to penetrate into the market there and give high return. This company also provide delivery services for our customer. This is marketing strategy on how to win and ease customer heart. From time to time, this company will find new strategies to attract more customers and making them increased.

2.4 Factor in selecting the proposed business

Why do we decide to run a cooking gas business? This is because we can see that this kind of business give a big return of profit in a short term and long term. We could see that i-Guess would be successful business entity. In addition, every house owners this day use the cooking gas.

Other than that, our business has a big potential in the future. This is because we can make a great profit from our business as our business service is a big demand from the customer. This type of business is always having higher demand because its related to the safety of every person in a house.