



اَوْنِيُوْ رَسْمِيَّتِيْ بِاَتِيْنُوْ لُوْ كِيْ بِاَمْبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1102D

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

HELMET WIPER & SERVICES

HELMET WIPER

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EXECUTIVE SUMMARY

Pentagon Enterprise is our company name. we are involved in a partnership business which we share capitals, profits and loss equally together. Pentagon Enterprise sells helmet wipers which are used by motorcyclists to wipe their helmet screens during the heavy downpour. We decided to choose this kind of business because currently, in Malaysia, there is still no business that sells helmet wipers.

We believed that our product would help motorcyclists to be extra safe as most road fatalities in Malaysia are involving motorcyclist. We choose to start our business at Johor Bahru because there are many motorcyclists in Johor Bahru. Targeting our business here, we also target our customers to come from Singapore as most Singaporeans come to Johor Bahru regularly. Most people from Johor Bahru who worked at Singapore also uses motorcycle as their transportation. Hence, we think that Johor Bharu is the best place to start our business.

Our specialty is that we do not only sell the helmet wipers, but we provide the services for the helmet wiper too. Our customers who had problems with their helmet wipers can come to our store and repair their helmet wipers.

Get to know more about our business by analyzing our business proposal including the information about the administrative plan, marketing plan, operational plan and financial plan.