

FACULTY OF MECHANICAL ENGINEERING
DIPLOMA IN MECHANICAL ENGINEERING (EM110)
EM1105C2

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

GLACIE5 ENTERPRISE
PORTABLE FRIDGE

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of four members which hold positions in this company as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Glacie5 Enterprise is a new company operated and based in Malaysia. The name Glacie is derived and taken from the word Latin which means 'ice', which means that our product is related to cooling and bring coolness to people.

As for the business we are selling a portable fridge for everyday used. As we go through with the changes of environment and modernization, most people nowadays tend to waste their food just because they do not have a place to store their left-overs. Why waste food when you can save it? Therefore, we have decided to introduce and improvised a new kind of portable fridge that will fit every kind of the society needs and we believe the future prospect is bright.

1. Introduction

1.1. Name of the Business

Glacie5 Enterprise

1.2. Nature of Business

Glacie5 Enterprise is a company belongs in the manufacturing industry in Malaysia. The product that this company produces is portable mini fridge.

1.3. Industry Profile

Establishments in the Manufacturing sector are often described as plants, factories, or mills and characteristically use power-driven machines and materials-handling equipment. However, establishments that transform materials or substances into new products by hand or in the worker's home and those engaged in selling to the general public products made on the same premises from which they are sold, such as bakeries, candy stores and custom tailors, may also be included in this sector. Manufacturing establishments may process materials or may contract with other establishments to process their materials for them. Both types of establishments are included in manufacturing.

According to data issued by the Malaysian Industrial Development Authority (MIDA), the manufacturing sector accounted for just over half of all foreign direct investment (FDI) inflows last year, almost double the 27% drawn in by the services sector. With FDI in 2011 increasing by 12.3% to around \$11bn, manufacturing's share of that total came to around \$5.5bn.

1.4. Location of the business

29, Jalan Molek 1/9, Taman Molek,
81100, Johor,
Malaysia