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**FUNDAMENTALS OF ENTREPRENUERSHIP**

**( ENT 300 )**

**B.O.C ENTREPRISE**

**( B.O.C MULTIPURPOSE CLEANER )**

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Last but not least, we hope that our business and ideas will come true one day. This is because we think that our product is a great product that should be use by everyone. We will try our best to promote this product throughout Malaysia .We also hope our idea will receive positive feedbacks and also will be acknowledge by users . So that we could help other people to ease their housework.

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## EXECUTIVE SUMMARY

B.O.C Entreprise is a company which will ease the citizen in cleaning aspect. This company sells a new type of cleaning product namely Multipurpose Cleaner that undergoes innovation from the current once. Although there are a lot of cleaning product out there, B.O.C Entreprise will slowly but surely gain market share and will be a well-known company one day. This is because we confident that our product will get citizen's attention as our cleaning product has various function such as cleaning the fan blade, mirror and floor. We also used high quality material in order to make a good product that will last longer than any other product out there.

Our target market is Johor Bahru , Johor due to its high populations and marketing potential.Futhermore,each of our company's member live in Johor Bahru .As for that,we locate our main office in Taman Molek which is near to each and every population target market. Moreover, we also sell our product online in instagram. We know that nowadays social media is a new place to sell and gain popularity to sell product. With these two ways of selling product, we might have a bright future for our company.

For couple years later as our company well develop, we will extend our marketing outside Johor such as Melaka and Negeri Sembilan and throughout Malaysia. We also would like to make a share with other company and hope we could sell our product overseas such as Singapore or any other country.

Each and every member in the B.O.C Entreprise realize the opportunity of this business which has the potential of success.Peoples may suffers and have a problems when it comes to house cleaning.From the problems,we get our subconscious mind work to develop and create new ideas.Hence,to overcome the problems.We manage to create a Multipurpose Cleaner which will says no more to uphill struggle cleaning work.

## 1. Introduction

### 1.1. Name of the Business

The name of our company is B.O.C enterprise which sells multipurpose cleaner .The B.O.C phrase stands for Boys Of Civil Enterprise and it is also name after our brand which is B.O.C .On the other hand ,our product name will be "Multipurpose Cleaner".

### 1.2. Nature of Business

This cleaner was improvise from usual cleaner and undergo innovation which recently make it able to perform multi task work .The main function of our product is to clean fan's blades and the alternative function is to clean window panes ,floors ,spider web and any flat surfaces . At the mean time , fan duster and floor cleaners already at the markets with various designs and structure . However ,we improvise all the current ones to make a better and user-friendly product .Firstly our product is detachable so that it can be use with short or long wooden stick or extendable stick or even by itself.This innovations will ease the users especially when it comes to clean high reachable area .We also make an innovation by changing the cleaning materials to microfiber cloth which enhance cleaning power .On the other hand , microfiber can be use with dry or wet conditions depends to the user's desire .This also contributes on reducing water and chemical usage .Secondly ,this microfibre pad can be replace or have an extra pad ready to go for different cleaning solutions and rooms .In addition ,deep cleaning microfiber pad reaches cracks and crevices,picking up 50% more dirt per swipe compare to traditional sponge mop.Next ,it is in roller shape with an upper part ,lower part and have a space between them which make it able to cleans the blades of fans better .It also helps users to clean hidden spots. B.O.C "Multipurpose Cleaner" says no more to uphill struggle work and difficulties on cleaning chores.