



اَوْنُوْرُسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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DIPLOMA OF MECHANICAL ENGINEERING (EM110)  
TECHIES ENTERPRISE

FUNDAMENTALS OF ENTREPRENUERSHIP  
ENT300

PINEAPPLE PEELER

PREPARED FOR:  
MADAM THAHIRA BIBI BT TKM THANGAL

PREPARED BY:

Mohamad Farhan Bin Salehon	2014624762
Mohamad Faiz Bin Che' Harun	2014204596
Mohd Fazreel Bin Daud	2014634466
Muhammad Syahid Bin Shamsul Bahar	2014477726
Zuhairi Bin Hishamuddin	2014678562



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Alhamdulillah, we have finally completed our business plan. To be honest, none of us thought that we can finish this job on time but apparently we did and thank to Allah SWT for giving us the strength and the will to get it done in time.

During the whole period of preparing this business plan before submitting this proposal, we went through a lot of tough times. Furthermore, we believe without one person that has been guiding us throughout this journey, we will not be going to make it until the finishing line. That person is our tutorial lecturer Madam Thahira Bibi binti TKM Thangal. We would like to express our high gratitude for her delicate advices and guidance to us. Thank you very much.

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## EXECUTIVE SUMMARY

Techies Enterprise is a new company that fully-operated in Malaysia. The name of this company is come out from the imagination by the General Manager, Mohamad Farhan Bin Salehon, and has been agreed by the partnerships members. This name had been chosen because this shows that our company has re-engineered the manual machine into automatic machine.

As for the business, we are providing a machine that can cut off the pineapple flesh through the pineapple and we also sell this machine in our premise. The purpose of this machine is to make the cutting process for the pineapple easier and faster for the consumer.

We are start the business with the total capital of RM 37,000. This capital is collected from the partners, who are contributing RM7,400 each. We have five workers that is general manager, administration manager, operational manager, marketing manager and financial manager.

For this product, our market target of customer is for the small industries (IKS) such as restaurant, catering and etc. This product is being targeted for the customers who need to use a large quantity of pineapple by a period of time.

For all entrepreneurs, the business plan is the main important item. It is prepared to bankers, suppliers, customers and employees. This plan includes in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.

We believe that we will be able to achieve our business financial position statement and will soon get back our modal within the short period of time. We also hope our current ratio will cover our liabilities and got a higher profit.



## 1.0 INTRODUCTION

Name of Business	TECHIES ENTERPRISE
Nature of Business	The company known as TECHIES ENTERPRISE came up with a machine to improve productivity of pineapple in Malaysia. The main focus is to provide this invention to the customers
Industry Profile	Our company is own actively by partnership, incorporated as a TECHIES ENTERPRISE.
Location of the Business	<ul style="list-style-type: none"> <li>- No.48, Jalan Padi Emas 4/1, Bandar Baru Uda, Johor</li> <li>- Located Near Maybank, Mydin, JOBS MALAYSIA, SHELL which attract more customers.</li> </ul>
Date of Business Commencement	19 JULY 2016
Factors in Selecting Proposed Business	The demand of pineapple increase as the preparation of pineapple can be done faster.
Future Prospect of Business	<ol style="list-style-type: none"> <li>1. Introducing TECHIES ENTERPRISE as a well-known company.</li> <li>2. To widen targeted market.</li> </ol>