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ENT 300

DYNAMIC FASH ENTERPRISE

REBAR TIE GUN

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There are a lot of challenges that we have to face such as finding the material suppliers and machine capacity for our project. Besides that we have to go through a lot of difficulties with the furniture base product which is smart table factory, we are dealing with besides going through a lot of procedures.

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

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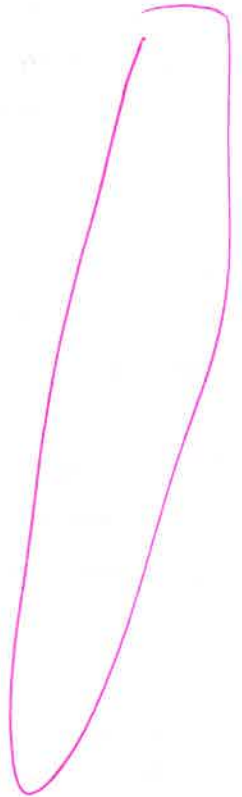
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EXECUTIVE SUMMARY

Rebar Tie Gun is a business that can be categorized as Small Medium Enterprise (SME) which provide construction services to the customer. We are specialized in helping contractors to shorten their project. DYNAMIC FASH consists of six partnership business whose contribute same amount of capital and will hold different task and responsibilities in order to manage our business.

Through our long term research and observation, we had planned to set up this business because we can see wider prospect in this sector for the future. Moreover, we discover that many contractors desire to get done their project a bit earlier. We come out with simple product yet can be purchase at a reasonable price.

Since our company is listed as a new company in the market, it is clear that there are many aspects that we need to consider so that our company is able to compete in the market. But, this product that we will be sell is rare in our country and so, we have less competition because only one or two company selling the product.

Thus in conclusion, we hope that Dynamic Fash can be well-known company and able to provide better services from time to time.

1. INTRODUCTION

1.1. Name of the Business

Our business name is Dynamic Fash Enterprise. The word of 'Fash' is come from the first letter of our company members' nickname. The business name is also the idea of one of our members. After brainstorming, we also create a few other names and discussed we finally decided to pick the best name for our business.

1.2. Nature of Business

This business is under construction sector that our product can helps a construction project in many ways. The Rebar Tie Gun can be used to shorten the time of constructing building and increases the strength of the concrete. It also uses less energy to handle it and makes the labour to tie the iron rods easily.

1.3. Industry Profile

Rebar Tie Gun is actually starts growing up in India and used recently throughout the country. We would like to promote the Rebar Tie Gun to the Malaysian contractors. The product is manufactured in India and we want to be the supplier of this product in the country. Besides, we also supply the steel wire to be used together with the gun. We also provide charged service to tie the iron rods by ourselves.

1.4. Location of the Business

Our office is located in Nusajaya, Johor Bahru. Actually, Nusajaya is a new place that being developed rapidly such as condominium, housing area and apartments. We took the opportunity to take the chances to promote our product to the construction company. The office is a one-storey building. Our office also located in a strategic location that easily to deal with our customer because the office is reachable.

1.5. Date of Business Commencement

We just start our business on June 2017.

1.6. Factor in selecting the proposed business

We choose this business because the product is new invention in the world. We take the advantage to promote it in Malaysia. We believe that this product could help the contractors to fasten their project.

1.7 Future prospects of the business

We sure that our business will advance in many years soon because we know that our company is supplying new product that imported from India and rare in Malaysia to find the Rebar Tie Gun tool.