



اَوْنَبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْ مَبَارَا  
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TEKNOLOGI  
MARA

FACULTY OF CHEMICAL ENGINEERING  
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FUNDAMENTALS OF ENTREPRENEUR

ENT300

# REDOX

TO ENSURE TOTAL SATISFACTION FOR OUR USER

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## EXECUTIVE SUMMARY

Redox Enterprise is a partnership company aimed to provide the customers with high quality services. There are five members in this company's partnership which comprises of the General Manager, Marketing Manager, Operational Manager, Administrative Manager and the Financial Manager.

Redox Enterprise produces stain removal made from more biodegradable components which makes our products more eco-friendly and next good to environment than other stain removals. What makes our business unique is that we sell stain removal which contains no dyes or perfumes that will does not damage clothes. Therefore, with this type of business in town we will be able to compete and attract more customers.

In order to make sure that our business is able to run and progress smoothly, every shareholders would play their part in making this business successful. Each member is responsible to carry out their task according to their expertise which will enable their job to work better. It is important for each member to do their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers to our shop.

After going through many stages of research and analysis, we found out that the area for Bandar Seri Alam has a great potential to be explored. It is a strategic place for us to set up our business in that particular area because the population is high which gave our business an opportunity to gain more profit.

Our business will be located at Lot 15B (2<sup>nd</sup> floor), JalanSuria 1/3, Bandar Seri Alam, 81750 Masai, Johor, Malaysia. Our business would operate from 10.00 A.M. till 10.00 P.M. for weekdays and weekends.