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TEKNOLOGI  
MARA

**FACULTY OF CHEMICAL ENGINEERING**

**DIPLOMA IN CHEMICAL ENGINEERING ( EH110)**

**J4EH110A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME :**

**BORNEO ENTERPRISE**

**PRODUCT NAME :**

**INFINITE CANDLE**

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## EXECUTIVE SUMMARY

This business is based partnership where it consists of six members which hold important position in the company such as General Manager, Administration Manager, Marketing Manager, Operation Manager, Financial Manager and Assistant Operation Manager. This business capital is amounted to RM70,00.00 where we applied for bank's loan and another RM30,00.00 is from six members who contribute each person RM5,000 to start the business with buy the equipment, materials, and other facilities.

Borneo Enterprise is located Persiaran Seri Alam, Bandar Seri Alam, 81750 Masai, Johor. Borneo Enterprise is a company which focuses on domestic in human life. Company produces Infinite Candle which has different function compare with the usual candle out there. Infinite candle is a candle where is reuse usage because it can reform another candle itself when used up. This candle intended to supply to household, restaurants and therapy sessions.

To make it more attractive and interesting, we decided to make the candle which is sleek-yet-simple candle holder which collects the melting, dripping wax that otherwise might go to waste, and shapes it to form a new candle. As the candle burns down, the hot wax drips and accumulates in the plastic candle form around a new wick. Once the transparent stem is full of the used wax and has cooled, it can be removed and the process can start again.

With loan given as a support from Maybank, we are hoping and wishing to make Infinite Candle able to achieve outstanding demands from consumer. Our business is expected to commence on 2017 and our vision is to provide a top quality, recycled material to the consumer and to keep the mother nature.

Based on the objective above, we are venturing into domestic industry. We will expect that our business will become more developed in near future because of new innovation.

## **Introduction**

The purpose of Infinite Candle is to assist people with our product in every possible ways. Infinite Candle come with a unique feature and known for it reuse usage because it can reform another candle when used up. Infinite Candle also has exclusive scent result of using mother nature materials. Our company nature of business is produce products with mother nature materials with high quality and unique feature to compete in the Malaysia's market.

Borneo Enterprise is physically located at, and operated from Persiaran Seri Alam, Bandar Seri Alam, 81750, Masai, Johor. For further information can check our website, [www.borneoent.com.my](http://www.borneoent.com.my) or email us at [Borneoent98@gmail.com](mailto:Borneoent98@gmail.com) .Our company had commenced on 8<sup>th</sup> January 2016 and has grown since.

There are few factors our company is looking for in selecting the proposed business. Firstly, the company must share the same goal with ours. This is to make sure that we have the same aim to reach when produce a product for market to be sell. Next, the company must have experience produce a product using a mother nature materials before. As our company is using a mother nature as a vital material in our product, we can try collaborate with different business background by producing a new product but still use mother nature as on of the material.

In future, we hope our company can reach the ASEAN market with our own product, Infinite Candle. We intended to supply our Infinite Candle to every household, restaurants and other places.