



FACULTY OF ELECTRICAL ENGINEERING
UNIVERSITI TEKNOLOGI MARA

TechnoLite

FUNDAMENTALS OF ENTREPRENEURSHIP (ETR 300)

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LECTURE: PUAN NORANITA ABDAMIA

DIPLOMA IN ELECTRICAL ENGINEERING

(POWER)

c) Executive summary / Abstract

TECHNOLITE ENTERPRISE provides any types of electronic components products to any individual, institution or company in addition of providing workshop. Our main objectives are to become the market leader in distribution of electronic components in Malaysia, and as source of reference for bumiputera entrepreneurs in the same field. There has been a need for high quality, durable electronic components in any company or institution for a long time, which prompted us to develop this business. The company plans to distinguish itself from other competing businesses by offering quality electronic components that can be in any sizes, brands, and types desired by the customers and in favorable price.

Our company will be a superior electronic components distributor located in Johor, especially in Bandar Sri Alam, Pasir Gudang. Our business will serve the local individual, institution and company that in needs of using electronic components. Currently, there is a few competition in the same category as Technolite Enterprise in Johor. We plan to take full advantage of our business location by reaching out to the current individual, hobiyst, institution and companies in the area.

Technolite Enterprise will operate six days a week under experienced management, headed by our General Manager, Mrs Nurul Farahin binti Azmi. The company uses an organizational structure based on functions in the organization. The company will have a Finance Manager, an Operations Manager, a Marketing Manager and an Administration Manager. This structure suits Technolite enterprise as this organization emphasizes functional specialties to perform tasks.

This document will demonstrate the need for a business of this caliber in Johor and its chances for success. It will serve as a road map that will set the course for further planning and for implementation process. Anticipated financing is RM100,000.00 for the total start up cost of RM200,000.00, with RM12,702.00 to be used as operating funds in the first month. This financing will help ensure a timely start to the business in order to take advantage of the upcoming housing developments in this area. Repayment of financing will be through cash flow of the business on a schedule basis.

Anticipated sale during the first year of operation is RM218,402.00 with increases during the following two years. This is based on the history of sales of our competitors. One of the primary goals of this business is to provide value to the customers. Hence, pricing will be set based on the objectives to get reasonable profit and to ensure customers continue buying from us in the future. Emphasis will be placed on friendly service that will not only meet, but exceed customers' expectations.

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