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ENT 300

HOT ROD ENTREPRISE

HOT ROD FOOD HEATER

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EXECUTIVE SUMMARY

This business concludes five people who have sorted to make things new and easy for people. Hot Rod is a name which each everyone have been the most stylish and versatile to our company. Hot Rod is a new company that represent us as the maker of the Hot Rod food heater. It shows that we made it easy for the customers to remember our company's name.

As for the business we have conclude that we would thought of something that barely exist in the market so we took the oppurtinity to ourselves. As time changes and technologies are advancing every year, we have decided to make our own food heater. Well there are a lot of people who loves hiking and picnic, so we make our product as a demand for the citizen here in sri alam.

We are starting the business with the total capital of RM 122,608. We have five workers that contribute a lot to the company and that conclude our General Manager, Administrative Manager, Financial Manager, Marketing Manager and Operational Manager.

Our market target of cutomers are mostly students, office workers and residents. We believe that most of them would love to have a food heater especially when brought foods outside and it gets cold over time, so we provide a solution by using our product.



1. Introduction

1.1. Name of the Business

The name of this company is HOT ROD Enterprise and our company sell and manufacture a Hot Rod Food Heater. This foot heater is portable and lighter than other food heater in the market . Hot Rod itself is unique because it present our favourite classic car . We made the name as it is because we want to attract people, well as you know people won't bat an eye to one's name if it is boring. As we want to be a well known company we picked Hot Rod.

1.2. Nature of Business

Food is one of the need in everyday live so as we use this opportunity to create this innovative product. This company is under food sector and our product is the innovation of other company's product and we make it better. This will increase the efficiency of the foof heater itself.

1.3. Industry Profile

Globally, there are few company was involved in this sector. We take this opportunity to produce our product in this sector. As the food sector growth every year, we want to produce a product that more efficient and user friendly. These will give more advantages to our company. Our company will take 20% on the market share in global market. We believe the percentage of market share will increase after customers believe in our product.