



UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF CIVIL ENGINEERING**

**DIPLOMA IN CIVIL ENGINEERING (EC110)**

**J4EC110 2B**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**

**PORTABLE AIR COMPRESSOR**

**PREPARED FOR:**

**MADAM THAHIRA BIBI TKM THANGAL**

**PREPARED BY:**

|   |                   |
|---|-------------------|
| <b>MUHAMMAD AQIM NAZEEF BIN AZAHA</b>   | <b>2015972863</b> |
| <b>MUHAMAD AMIERUL BIN MUSTAFFA</b>     | <b>2015137465</b> |
| <b>MUHAMMAD AZIM BIN BAKRI</b>          | <b>2015708639</b> |
| <b>MUHAMMAD ALIF HAFIZ BIN AHZMI</b>    | <b>2015569947</b> |
| <b>MUHAMMAD MIKAIL FAROBI BIN AZAMI</b> | <b>2015997785</b> |
| <b>FATIN NADIA BINTI NOOR HISAM</b>     | <b>2015541995</b> |

## ACKNOWLEDGEMENT

*In the name of Allah Most Gracious and Most Merciful*

First of all, Alhamdulillah praise to Allah SWT for giving us opportunity to finish this project successfully. With the strength He gave to us, it helps us to find all the materials and information that are needed to finish up this project.

Then, we would like to express our biggest thanks to our beloved lecturer for this subject Fundamentals of Entrepreneurship (ENT 300), Madam Thahira Bibi TKM Thangal for her kindness and her time spent for us during the completion of this project. Her dedication in giving all the knowledge and idea about this subject has made this project easily to be done although we have faced some problem while completing this project. She has taught us how to solve the problem and advise us to be patient in finding information.

Not to forget, lot of thanks to our parents for being very supportive in every way and pray for us to be success in completing this project from the starting point until the end of the project.

Last but not least, thanks to our entire classmates (J4EC110 2B) for being a good friend when our group having problem in finishing this project. Thank you for giving opinions, ideas and information needed by this project.

But out of all people that have been supporting us, we would like to thanks to each of our group members who has been sacrificing their time and energy for being so tough and tolerate until we could overcome every problems that coming towards us in any that we faced, we support and help each other until the day of presentation. We hope, we may run this company successfully in the future as we planned.

## TABLE OF CONTENTS

|  |    |
|--|----|
| LETTER OF SUBMISSION                           | 1  |
| ACKNOWLEDGEMENT                                | 3  |
| TABLE OF CONTENT                               | 5  |
| EXECUTIVE SUMMARY                              | 7  |
| <br>   |    |
| 1 INTRODUCTION                                 | 9  |
| 1.1 Name of Business                           |    |
| 1.2 Nature of Business                         |    |
| 1.3 Industry Profile                           |    |
| 1.4 Location of the Business                   |    |
| 1.5 Date of Business Commencement              |    |
| 1.6 Factors in Selecting the Proposed Business |    |
| 1.7 Future Prospects of the Business           |    |
| <br>   |    |
| 2 PURPOSE                                      | 12 |
| 2.1 Project evaluation                         |    |
| 2.2 Financing Facilities                       |    |
| 2.3 Management guideline                       |    |
| 2.4 Business allocation                        |    |
| <br>   |    |
| 3 BUSINESS BACKGROUND                          | 14 |
| 3.1 Vision and mission                         |    |
| 3.2 Organizational chart                       |    |
| 3.3 Logo and motto                             |    |
| <br>   |    |
| 4 BACKGROUND OF PARTNERSHIPS                   | 18 |
| 5 LOCATION OF BUSINESS                         | 26 |
| 6 ADMINISTRATION PLAN                          | 29 |
| 7 MARKETING PLAN                               | 36 |
| 8 OPERATIONAL PLAN                             | 49 |
| 9 FINANCIAL PLAN                               | 67 |
| <br>   |    |
| CONCLUSION                                     | 82 |
| <br>   |    |
| APPENDICES                                     | 84 |
| <br>   |    |
| PARTNERSHIP AGREEMENT                          | 85 |

## EXECUTIVE SUMMARY

TechGen Corporation is a new company that operated in Malaysia. The name of this company based on our business type and our main field which is engineering. The name more to futuristic, catchy and easy to pronounce and remember so that the customer of this company can easily remembered it.

As for the business, we are providing a newly invented technology which is portable air compressor. As we move forward towards the future, technology grow and become much better. Providing this machines will give a lot of advantage because this product will be affordable and very useful for our customers to use when emergency happened. The user will get various of benefits by using this product such as no need to work yourself find gas station to fill in the air, easy to use with simple quick button and will save a lot of time. This product is suitable for people that use car as their main transport and people that used to travel by car a lot.

We are starting this business with a total of 6 workers which is the general manager, administration manager, financial manager, operational manager, assistant operational manager and marketing manager.

Our market target in future is our company will do join venture and set a deal with Proton and Perodua. As a beginning, our company targeted at spare part shop and accessories shop in Johor. We are going to provide this machine to the entire nations so that this technology can be used by all people around this country. In addition, our customer do not have to worry about our product because as we say in our company motto 'Finding Real World Solution, Delivering Excellence' which means our quality can't be denied.

## 1. Introduction

We name our business as TechGen Corporation. Our main product is Portable Air Compressor. Our store is located at No. 21, Jalan Mutiara Emas 5/19, Taman Gembira, 81100 Johor Bharu.. The chosen location can be considered as strategic since it is near to the city center and the place also a new industrial area. So it will attract many people to pass by our shop.

This business is founded by six partners. They are Mr. Muhammad Mikail Farobi Bin Azami as the General Manager, Mr. Muhammad Aqim Nazeef Bin Azaha as the Administration Manager, Mr. Muhamad Amierul Bin Mustaffa as the Marketing Manager, Mr. Mohammad Azim Bin Bakri as the Operational Manager, Mrs Fatin Nadia as Assistant Operational Manager and Mr. Muhamad Alif Hafiz Bin Ahzmi as the Financial Manager.

Since we are qualified with skills and creativity, we provide the customer with simple but elegant design that can catch the eye of person who looks at it. We also provide the latest design to meet the customer demand and requirements. Something different about our products is that we offer in a reasonable price apart from our quality that is undeniable.

To be precise, the portable air compressor is still new in the market so, we take a risk to open up this business after all we believe that this product is convenient and very helpful. This product is important to the car user when emergency. The medium box size compressor that fit in the car boot and have medium for user easy to carry. Our product has screen to display the amount of pascal used. Then, it consists of 4 simple button such as on/off button to switch on and off the portable air compressor, plus(+) button and minus(-) button to increase and decrease the air pressure when filling the tyre, and last button is start/stop button that function as when we want to start filling the tyre and to stop after done. Our product is rechargeable and the battery is non-removable battery so, we provide one charging port. Our product has two handle for the user easy to carry. The filling tube can be remove when we not using it and if the filling tube is broken, it can be change with a new one. Lastly, the reason why our portable air compressor made of metal because our company want to create a long lasting and high durability product.