



FACULTY OF CIVIL ENGINEERING
DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1102A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

KNOT.CO ENTERPRISE

UNIVERSAL SURVIVAL BRACELET

PREPARED FOR:

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EXECUTIVE SUMMARY

Knot Company is a new company that operated in Johor. The name of this company based on our business type that is bracelet which has a knot that strengthen our bond. The name is 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 Universal Survival Bracelet. As we move forward towards the future, technology grow and become much better. Providing this product will give a lot of advantage for its consumer as it can make their problem much easier to be completed when they are going for hiking. We are going to provide this product to the entire nations so that this bracelet can be used by all people around this country.

We are starting this business with a total of 5 workers which is the general manager, administration manager, financial manager, operational manager and marketing manager.

Our market target in future is our company will do join venture and set a deal with Nike or Adidas. As a beginning, our company targeted a sports shop and spread it in Johor. This product will be affordable and very useful for them to use when in case of emergency if they need it in while hiking. In addition, our customer do not have to worry about our product because as we say in our company motto 'Nothing Impossible' which means nothing is impossible when people wear this bracelet because it has many function that can help them to survive.

ACKNOWLEDGEMENT

Assalamualaikum warahmatullahi wabarakatuh.

Alhamdulillah, we have finally completed our business plan. To be honest, none of us thought that we can finish this task on time but apparently we did our best and thank to Allah S.W.T for giving us the strength and the will to get it done.

During the whole period of preparing this business plan especially during the final week before our presentation and before submitting our proposal, we went through a lot of tough times. We believe without this one person that has been guiding us throughout this journey, we will not going to do it until the finishing line. The person is our lecturer, Madam Thahira Bibi bt TKM Thangal. We would like to express our high gratitude for his delicate advices and guidance to us. Thank you very much.

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1. Introduction

Name of Business	Knot.Co Enterprise
Nature of Business	Partnership
Industry Profile	Innovate the multi surface cleaner for easy cleaning floors. The device is remote controlled and designed to release water and detergent for cleaning floors. The company aims to reduce human energy in household works and makes it entertaining.
Location of Business	
Date of Business Commencement	1st September 2016
Factor of Selecting the Business	To create new product in cleaning industry.
Future Prospects of the Business	<ol style="list-style-type: none"> 1. To increase sales and marketing activities by enlisting and adding the number of experienced marketing. 2. To produce the best quality and effective cleaning device.