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**ENT 300**

**SENJA ENTERPRISE**  
**Fly-Away**

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There are a lot of challenges that we have to face such as finding the material suppliers and machine capacity for our project. Besides that we have to go through a lot of difficulties with the furniture base product which is smart table factory, we are dealing with besides going through a lot of procedures.

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

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## EXECUTIVE SUMMARY

Nowadays, the case of food poisoning is increasing in Malaysia. The reason that causes food poisoning is unhygienic environment in preparing food. When preparing food we need to keep our equipment and the kitchen clean. But there is one thing that is hard to control which is flies. Our company will help to eliminate that problem by using our fly trap. The advantages of our product is it is made up of recycle product therefore it is eco-friendly. Our fly trap use the design of lantern of Chinese new year. At the bottom of the trap we put glue bait for make the fly to attract to this trap. This fly trap is easy to bring go anywhere. If our customer want to hang it, we have prepare the string so that them can hang the fly trap. We put some hole at the fly trap for the fly to get into the trap. The hole have design that make the fly get in the trap easily but difficult to fly out. Our product can be used by all but it is highly recommended to the food hawker or restaurant owner. We will start to distribute our product in Masai, Johor. This is because, there area a lot of housing area in Masai. We hope that we can expand our business and sell our product throughout Malaysia in the near future.

## 1. Introduction

Our company's name is SENJA Enterprise. Our business is focused in Masai. We have registered our company on 31 March 2016. Our business start to move on 19 September 2016 and this date are same as our company date of commencement. Our business is provided fly trap based on eco-friendly material. Our flytrap consists of a sticky base to trap the flies and a plastic top that can view the fly. We use plastic cover as our material at the top part of the fly trap to make it transparent. We also provided a string to hang the trap if the customer wanted to. There are a few reasons why we choose this particular business. The first reason is we want to make a more hygienic environment. This is to make sure that food that the hawker sell is clean and it also can avoid food poisoning. The second reason is we want to make sure the customers are satisfied and comfort when they use this fly trap.