



اُتْمُ تِكْنُولُجِي مَارَا
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TEKNOLOGI
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DIPLOMA IN MECHANICAL ENGINEERING

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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

4AF.Co

MULTI-LUGGAGE

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We the group partner are accepting this as a challenge to ourselves because it shows ur passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us to practice our ability and interest in other different way to be a guideline to encourage our effort for becoming an educative and succed business people.

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EXECUTIVE SUMMARY

4AF.CO is a first Bumiputera company that provide and operate multi-purpose luggage(multi-luggage) in our country. Our company name was initially created because of total combination of our members name which were 4 members' name started with alphabet A (Abdul Salam, Amirul Izzat, Akmal Zulhilmi and Azizul Azhim) and another member started with alphabet F (Fareez Harizme).

Other than that, our company is easy to remember and to pronounce by the customer especially our regular customer.

While there are many other competitor in this country, our company, we are providing a newly invent technology that can ease burden of people that was multi-luggage. Our target is to produce and spread our invention product to entire nation.

At first, we are starting this business project with a total of 5 workers which was general manager,financial manager,marketing manager,opeartional manager and administration manager.

Lastly, our target during handle this company is to produce our product in good quality and good condition. This product price is affordable to all customer and very useful to all people.

1. Introduction

1.1 Name of the Business

4AF.co is chosen to be our name of the Business because it represents the first alphabet in each of our team member's name.

1.2 Nature of Business

Our business is focused on designing, manufacturing, assembling, marketing and distributing.

1.3 Industry Profile

We provide multi-luggage to our customer.

1.4 Location of the Business

Lot 7677 & 7678, Jalan Parit Ismail, Kawasan Perindustrian Simpang Renggam,
86200 Simpang Renggam, Johor.

1.5 Date of Business commencement

This business started on 14 July 2016

1.6 Factor in selecting the proposed business

This type of business is selected because we would like to help our customer saving their time, space and energy when they travel to other places. Other than that, we also could make high profit and expand our future expectation.

1.7 Future prospects of the business

This business has good future prospects. It is because it has highly demand as we are preparing new and unique product and it differs from other products. In addition, we are also aiming to commercialized our local brand to International market in 5 to 10 years from the date our company established.