



**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS**

**ENTERPRENEURSHIP
(ETR 300)**

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Group: DICE 6D

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BODY OF THE BUSSINESS PLAN.

1) EXECUTIVE SUMMARY

NAME OF THE BUSINESS: KEJORA ENTERPRISE

TYPE OF BUSINESS: PRODUCING DRINKING WATER

INDUSTRY OVERVIEW: RO WATER IS DRINKING WATER PRODUCED FROM TAP WATER THROUGH FILTRATION PROCESS.OUR RO WATER IS GOOD FOR HEALTH BECAUSE IT CAN TEND DESEASE SUCH AS DIABETES, RENALFAILURE AND DECREASE TOXIC IN HUMAN BODY.

LOCATION OF THE BUSINESS: NO 7, LEBUH PERDANA KAWASAN INDUSTRI MAK MANDIN, 13400 MAK MANDIN, SEBERANG PRAI, PENANG.

DATE OF COMMENCEMENT: 7 JANUARY 2004

FACTORS INFLUENCING CHOICE OF BUSINESS:

- ✓ IN NORTHERN AREA, NOT HAVE MANY DRINKING WATER FACTORIES.
- ✓ LOW COST COMPARE OTHER FACTORY PRODUCT BECAUSE NOT NEED MANY RAW MATERIAL AND WORKERS.
- ✓ DRINKING WATER IS BASIC NESCESSARY TO HUMAN. CUSTOMER WILL BUY DRINKING WATER PRODUCT EVERYDAY. SO OUR PRODUCT WILL SELL EVERYDAY.
- ✓ DRINKING WATER PRODUCT IS POPULAR PRODUCT, SO WE NOT TO DO WIDELY PROMOTION TO INTRODUCE OUR DRINKING PRODUCT TO OUR PEOPLE.



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