



اُونِيُوَسْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**ENT 600 TECHNOLOGY**

**ENTREPRENEURSHIP TECHNOLOGY BLUEPRINT**

**CoffeeTi'Me SDN BHD**

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## **EXECUTIVE SUMMARY**

Our business name is CoffeeTi'Me Sdn Bhd. Why we choose this name is because our product concept are based on coffee product which is stainless coffee maker travel bottle. Using the stainless bottle it will not harm the users as it cold outside for holding the bottle if the coffee inside was hot. CoffeeTi'Me Sdn Bhd is a partnership company located at Seremban, Negeri Sembilan. We use the location because it is in city area and near to industrial area. The opening ceremony of the company is being launched by General Manager of the company. The name of our product is Stainless coffee maker travel bottle. Nowadays, people desires for something fast, convenience and simple. As many years have passed by, the lifestyle is still changing as people seem to have first-class lifestyle which prioritizes the practice of cleanliness in everyday life.

Most of coffee lovers complain about their coffee maker as most of the design out there are to complicated and taking so much time to prepare the coffee. So we looks up for market demand and producing new product that can help them to keep it simple and convenience. As our product trend is very convenient, we target to all Malaysians coffee lovers from various category such as students, employees, travellers and old adult. CoffeeTi'Me Sdn Bhd offers the best price for our product with Rm55.00 each. With the technology provided, this price is suitable and affordable to all Malaysians.

The company's roles of management are divides into five members in our company. Each management supervise the employees' quality of work. Each partner contributes certain amount of capital as agreed in agreement. The management team will be led by the general manager and assist by the other managers, arranging remuneration schedule of salary and wages, strategies, assigning accountabilities, planning and monitoring the other managers. The administrative managers oversee the support operations of an organization. Operation manager will ensure that there is effective product flow and that resources are employed efficiently throughout a business. The financial manager will be responsible for data entry, accounts payable, payroll, grant report entry, helping and creating organizational.