



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF MECHANICAL ENGINEERING**

**DIPLOMA IN MECHANICAL ENGINEERING (EM110)**

**J4EM1105F**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**AIRPRO Sdn. Bhd.**

**PORTABLE AIR CONDITIONING**

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## **ACKNOWLEDGEMENT**

For a begin, we introduce you with our business plan. We like to give a big thanks to have this opportunity to complete this project.

We face some problems and difficulties during the process of completing our project but we manage to overcome this problem and successfully accomplished this task with in the duration given. We also want to thanks to our lecturer for her guidance and support to complete our product.

Lastly, thanks to all of the group members for a great commitment during completing our project.

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## **EXECUTIVE SUMMARY**

Entrepreneurship is a process innovation which contain four dimension includes individuals, organization, environment and institution. To develop a new business, there are some steps for entrepreneur to understand.

AIRPRO Sdn. Bhd. is a partnership company which contain three partners. The business capital is amounted RM 100,000.00 where the total contribution from bank's loan. There are four partners which hold two important position in this company. All partner in this company are men. The position that provide in this company are General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Manager.

Portable Air Conditioning is our product which we improvise the current air conditioning into compact air conditioning. There are three steps to produce this product. AIRPRO Sdn. Bhd. offer this product which contain light weight and affordable price that suit all type of customers. Our company located at 32, Jalan Lembah 19, Bandar Baru Seri Alam, 81750 Masai, Johor. Besides, AIRPRO Sdn. Bhd. will be operating for five days a week (Monday-Friday) at 8:00am until 5:00pm.

## **1.0 INTRODUCTION**

### **1.1 Name of the Business**

Our business name is Portable Air Conditioner from our company AIRPRO Sdn. Bhd. It shows that our product is moveable and easy to handle.

### **1.2 Nature of Business**

AIRPRO is a company that is dedicated to give people cool and comfort zone as temperature is high nowadays. This product is less electricity use than normal air cond. So, from that we can save monthly cost. Our company can be categorized under the innovation and technology company.

### **1.3 Industry Profile**

Innovation and technology industry is an industry that involves the creation of a new things.

### **1.4 Location of the business**

AIRPRO Sdn. Bhd. is located 32, Jalan Lembah 19, Bandar Baru Seri Alam, 81750 Masai, Johor. The reason why we choose this location because this location is strategic which is near neighbourhood like Seri Mutiara apartment and educational centre like UniKL, Uitm, MRSM JB and International School.

The location near the main road so that attract attention of people who pass by the road. We also lucky because at that place nobody do business like us. Beside, there is larger place in front of the shop so we can have an expo and customer also easy to get parking.