



TECHNOLOGY ENTREPRENEURSHIP

(ENT600)

BUSINESS PROPOSAL

MI DORA SDN BHD

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N4CS241 6S

BACHELOR OF SCIENCE (HONS.) STATISTICS

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SUBMIT TO:

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1.0 EXECUTIVE SUMMARY

1.1 Brief Description of the business and Product Design

Mi Dora Sdn Bhd is a medicine related company that is specialized in producing medicine. It is founded by the current CEO also held the position of General Manager which are Nurafiqah Binti Md Hussin. The mission of the company is to contribute new medicine that can improve the quality of life while the vision is to provide help for all type of people.

Mi Dora healing candies are the medicine invented by the company to make children easier to consume the medicine. It is a solidified liquid medicines and the shape is like dried agar-agar. Mi Dora healing candies is made from liquid medicines such as cough medicine and is added with agar-agar and sugar. After all the ingredients incorporated together, it is poured and left to dry. Then, after the mixture is dried completely it is cut into specific shapes.

1.2 Business Background

Name	Mi Dora Sdn. Bhd
Address	258, Jalan Pelabur 23/1 Kawasan Miel, 40300 Shah Alam, Selangor
Tel	+06-4526701
Email	MiDoraPharma@gmail.com
Website	www.MiDoraPharma.com.my
Main activity	Manufacturing
Date of registration	1st January 2020
Date of commence	8st January 2020
Registration number	ISN2367
Name of Bank	Maybank
Account number	557814942085
Initial Capital	RM 450,000

Table 1.1 Business Background

1.3 Target market and Projection

The target market consists of the customers which are mostly children from age 2 to 5 years old as the product are created to make children easier in consuming the medicines. The buyers will be parents that are in mid-range of income to high level income. This is because this product are sold at the price that is affordable to most of the citizen. This are done at Selangor as the product will be distributed to the whole Selangor at pharmacy, clinic and hospital.

1.4 The Competitive Advantage

In business competition, it is hard to thrive especially if the company is new to the world. In the competition between new company and old company, it is hard for the new company to survive since the old company have their own loyal customers. That is why creativity and innovation are important in order for the new company to thrive. In Mi Dora Sdn. Bhd there is a new product that are innovated from the previous liquid medicine. It is change to become a semi-solid medicine to solve the problem face by the customers. In addition, the product are easy to be carry when needed outside of the house. The product also can be kept in a room temperature.

1.5 Profitability

There are a few marketing strategy done to increase the profitability of the company. This is included in doing personal seminar to ensure customers know what the product are about. The medical staff will also be given seminar to confirm that they know what kind of precaution need to be taken when giving the medicine to the buyers.

1.6 The Management Team

The management team in Mi Dora Sdn. Bhd consist of 7 managers. The first one is the General Manager follow by 6 managers under it which come from different departments. There managers are from department administration, marketing and advertising, accounting and finance, research and development, human resource and operation department. Each of the department have their own duties and responsibilities to make sure all work can be done smoothly.