

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Donald Electronic Enterprise is an enterprise that was established in the early January 2018. With the contribution of capital from six partners which is from the range RM 45000 to RM 70000, the company managed to build awareness about its product which is named Donaldzwei in the targeted market.

The business is strategically located in Section 15, Shah Alam Industrial Site, 40200 Shah Alam, Selangor Darul Ehsan. We choose this location as it is conveniently located nearby our targeted market. There are many populations such as families, adults and students in that particular area. However we only pay full of attention and focus on market segment of families as it could contributes to our sales followed by adults and the students who schooled in that area.

This enterprise was formed and lead by Nik Muhamad Alif Aiman Bin Asmawi as general manager. The administrative is managed by Nur Auni Nurin and the marketing strategies is implemented and being managed by Khairul Irfan. To make sure our operational process in on the right track, the plan of short term and long term operational is run by Rahimah and Nur Adlina. In order to fund our enterprise and to track our financial flows, Nurul Fatehah is in the charge of that particular are.

Donaldzwei is a product that has been introduced in the targeted market with innovated features of iron that already exists in the market. The unique features of this product is that it is a wireless iron as it contains a chargeable battery, indicator light that will remind the level of battery when it is low, automatically adjustable temperature for all kinds of textiles, non-stick plate and 24 hours of battery lifespan.

We have set our sight on sustaining our reputation as one of the most successful enterprise in Malaysia. At the same time, we vow to expand the business and global branding into the largest population's country and offer advanced technologies and solutions to promote sustainable healthy lifestyle.

Electric household appliances market is playing a vital role in improving the economy of Asia Pacific and offers employment to millions of people. With continued economic advancements, consumers demand modernized equipment and are adopting technologically advanced electronics to enhance the overall quality of life.

A recent report on electric household appliances market put forth by Global Market Insights has estimated the market valuation to surpass 600 billion US Dollar by 2024.

Thus, we believe that the future prospects of our business are in a good term.

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1. COMPANY PROFILE

Name of the Business : Donald Electronic Enterprise

Business Address : Head Office / Main Plant
Donald Electronic Enterprise,
No. 83, Jalan Sesiku 15/2, Section 15,
Shah Alam Industrial Site,
40200 Shah Alam,
Selangor Darul Ehsan.

E-Mail Address : donald.elektro@gmail.com

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Main Activity : Electronic Manufacturing Services