



اُنْدِيْفِمْرَسِيْتِي تَكْنُوْلُوْجِي فَاْمَرَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP**

“GREEN ENTERPRISE”

GROUP MEMBERS:

CHARLOTTE CHARLE	(2007116947)
RASIDAH AKHAMAT	(2007116921)
XAVIER FRANCIS	(2007116949)
MUHAMMAD HANIFF ROSLAN	(2007116927)

**DATE OF SUBMISSION:
25th OCTOBER 2010**

TABLE OF CONTENTS

LIST OF CONTENTS	PAGE NO.
LETTER OF SUBMISSION	1
ACKNOWLEDGEMENT	2
1.0 EXECUTIVE INTRODUCTION	3
1.1 EXECUTIVE SUMMARY	4
1.2 INTRODUCTION	5
2.0 BUSINESS PLAN	6
2.1 BUSINESS PLAN PURPOSE	7 - 8
2.2 COMPANY VISION AND MISSION	9
2.3 COMPANY NAME AND LOGO	10 -11
3.0 BUSINESS INFORMATION AND BACKGROUND	12
3.1 BUSINESS BACKGROUND	13 – 14
3.2 PARTNERS BAKCGROUND	15 – 22
3.3 PARTNERSHIP AGREEMENT	23 - 26

4.0 ADMINISTRATION PLAN	27
4.1 INTRODUCTION	28
4.2 OBJECTIVES	29
4.3 BUSINESS LOCATION	30
4.4 LOCATION PLAN	31
4.5 TYPES OF SHOP	32 – 33
4.6 OFFICE LAYOUT	34
4.7 ORGANIZATIONAL CHART	35
4.8 LIST OF ADMINISTRATION PERSONNEL	36
4.9 SCHEDULE OF TASKS AND RESPONSIBILITIES	37-38
4.10 SCHEDULE OF REMUNERATION	39
4.11 WORKING HOURS	40
4.12 EMPLOYEES INCENTIVE SCHEME	41 – 43
4.13 LIST OF OFFICE EQUIPMENT	44 – 46
4.14 FIXTURE AND FITTING	47
4.15 STATIONERIES (MONTHLY BASIS)	48
4.16 CONTRIBUTION OF PARTNERS	48
4.17 ADMINISTRATION BUDGET	49
5.0 MARKETING PLAN	50
5.1 INTRODUCTION	51 – 52
5.2 MARKETING'S OBJECTIVES	53
5.3 PRODUCT DESCRIPTION	54 – 55
5.4 TARGET MARKET	56 – 58
5.5 MARKET SIZE	59 – 60
5.6 COMPETITORS	61 – 64
5.7 MARKET SHARE	65 – 67
5.8 SALES FORECAST	68 – 69
5.9 TOTAL SALES FORECAST FOR THE YEAR OF 2011, 2012, AND 2013	70
5.10 MARKETING STRATEGIES	71



1.1 EXECUTIVE SUMMARY

Our business, Green Enterprise is a Partnership Company which registered to produce and supply environmental-friendly product. This business was planned and will be starting in the early January 2011, with our starting workers of 4 people including us as the main leader of this company.

Our business will be located at Megalong Shopping Complex and production shop is at HSK Industrial area. This location is chosen due to the strategic place at the district of Penampang and the distance between two locations is about 1.6km. The recruitment process will be done by using advertisement or referral and it will be implemented for 3 months before starting the business.

Our business will applied relationship marketing towards our partners, workers, potential prospect, customer, and suppliers. Our business will focused mainly on the relationship with them respectively, to maintain good long-term relationship and simultaneously selling our product altogether.

Our vision is to be the premier company on producing and supplying eco-friendly product to the community of Malaysia for a healthier living environment. In addition, our main priority is to promote, educate, and spread the importance of green practice by using our product to ensure a healthier environment for everyone.



1.2 INTRODUCTION

Enzymes are proteins created by living cells that exist in organisms such as plants, animals and bacteria and are used to digest waste. When added to the organic material like dirt, grease and oil, enzyme will immediately go to work and breaking down the organic material within these substances. This natural “dust to dust” process that constantly occurs in our environment keeps waste material from overrunning us.

In addition, when enzyme is activated, it will attack or digest the amino and fatty acids that bond the films of dirt together and eventually emulsify them so they can be completely removed from the surface. In the activation process, when the substrate and enzymes come in contact with each other, the enzymes physically curl and twist (A process called conformational change).

Furthermore, enzymes are chemical catalysts that accelerate the natural biodegrading or breaking down, of organic substrate, which comprises most soils. Enzymes dissolve and break down protein and organic matter, diminishing odors caused by staining agents such as urine, feces, vomit, pet odors, spoiled foods and mildew. Besides that, enzymes are derived from living organisms and are harmless to humans, animals, marine life and general ecology. They are non-toxic, non-irritating, non-gaseous, non-flammable, non-pathogenic and typically safe to use.

Therefore, we believe that enzyme is a unique quality which will ensure and maintain the cleanliness of every each of our potential customer’s household, shop, and supermarket and, inter alia for a healthier living environment.