

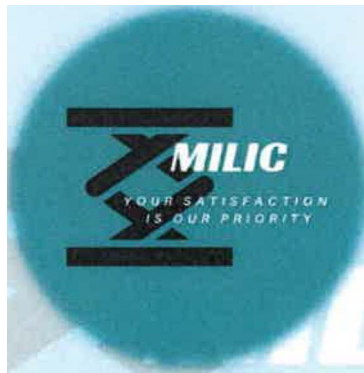
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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN



MiLiC dn Bhd

COMPACT HYDRAULIC PRESS LOAD LIFTER (CHP11)

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By doing this business plan it teach us to be more organize and mature in dealing with the problems that occur during our research. This business plan covers organisation, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, for those who involved and contributed directly or indirectly to this business plan, we are grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit knowledge about Entrepreneur world and fact about how to become a entrepreneur in future.

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EXECUTIVE SUMMARY

MiLiC Sdn Bhd offers mini crane products and services for our customers, providing variety functions of the mini crane that gives high satisfaction of consumers. Our client is customers identifying as middle and low class who want consume product with affordable price. We are also targeting rural people because we have delivery services of our product to customers place.

Across Johor and Johor Bahru particularly the MiLiC Sdn Bhd business has been seen an explosion of growth over the year. Johor Bahru is an area that we think the most suitable place to run our business that can attract our customers which have small company which can use this for their own usage.

MiLiC Sdn Bhd marketing strategy is emphasize the quality and price of our products and services. We offer the affordable price to our customer so they can have it for their own. Thus, we develop our marketing strategy that give attraction to our customers to come to our shop.

The management MiLiC Sdn Bhd consists of 5 partnership which are Yasmin, Ain, Fadhli, Redha and Aizat. We have our role and responsibilities to this company and our own business. We will make sure that worker under our department will give their good performance fair with their payment.

By running this company, we hope that our target will achieve. MiLiC Sdn Bhd will well-known in Johor especially in Johor Bahru by our good and useful product.