

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FACULTY OF ELECTRICAL ENGINEERING (EE112)

PART 4

BUSINESS PLAN

“000 GLOBALIZATION”

‘SOLHIKE BAG’

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In addition, we would like to thank CIMB Group Holdings Berhad for their expert contributions to this business and willing to give our company to loan a big amount of money.

As mentioned before, each one of the department plays a big role which each of the department were lead by a very hardworking and brilliant manager.

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At last but not least, we would like to thank our general manager, Muhammad Amir Syazwan Bin Sazli. Without any hesitation, he is the leader of the business and he is the main important person in the business to keep our business run smoothly and in a good form.

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EXECUTIVE SUMMARY

000 GLOBALIZATION is a shop that sells tactical equipment in Masai. This business is sole proprietorship business invented by five members which hold important positions in the company such as General Manager, Administration Manager, Operational Manager, Marketing Manager and Finance Manager. The capital amounted RM 1005697 which obtain from CIMB bank and total cash's contribution from each members at RM 909697 and RM 96000 respectively.

Solar hiking bag is one of the direct business we run and promote. The location is even specific since we survey based on the frequent of people in the area and also the cost to rent the place in Jalan Kong Kong, Permas Jaya, Desa Cemerlang, 81750, Johor, Malaysia. 000 Globalization has variety of tactical equipment . We catogarized between the cheap goods that capable be bought by all customer at cheap price and expensive goods that was high quality but much expensive. Our underlying philosophy in selecting products is to choose line that will bring consistent quality, competitive prices and product satisfaction. 000 Globalization only take suppliers that supply raw materials at Johor Bahru since the goods is near and available there. We always target the right amount to manufacture our solar hiking bag every month to avoid any loss or extra expenses. Making sure that our solar hiking bag is produce within our selling target. Our solar hiking bag can be used by a big range of age . As for transportation , we use two lorries to deliver the goods. Operational manager firmly check every goods that be brought as there might be rotten or broken goods. If there is unusable goods in the checklist item , we will refused to accept the broken goods as the things cannot be sells to customers. 000 Globalization takes honesty as main priority.

000 Globalization allowing payment using cash and credits purchase. Moreover we are using Instagram and Sales Website as one of marketing medium. We sell goods widely throughout in Malaysia with 000 Globalization making partnership agreement with other supermarket such as Tesco, Harvey Norman, Eon Jusco, Mydin, Giant, Outdoor Centre Sdn Bhd, Two Ply Sdn Bhd in every states in Malaysia .As hiking bag is a basic item to have for outdoor activities , people will find it owns marketplace at shop that sells outdoor activities equipment .The hiking bag have a big advantage in the market . The biggest contribution will be from the item is being a local product . It will be much cheaper than the rest of the products available . With it being a good quality , it is an item worth choosing over other choices . Plus , the hiking bag also comes with a lot of functions , it will be boost people to consider their choices wisely .

1. INTRODUCTION:

1.1 Name of Business:

Company name: 000 Globalization
Products name: Solhike bag

1.2 Nature of the business:

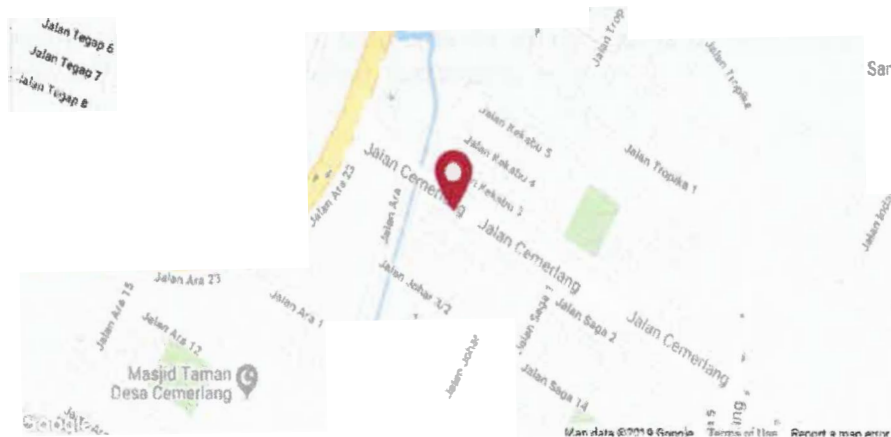
The business is a sole proprietorship business owned by the General Manager, Muhammad Amir Syazwan bin Sazli. The nature of the business is manufacturing as we are producing our products and distribute it to retailers.

1.3 Industry Profile:

Our industry is based on electrical engineering because the products main component had electrical components attached to it.

1.4 Location of the business:

Jalan Kong Kong, Permas Jaya, Desa Cemerlang, 81750, Johor, Malaysia



1.5 Date of business:

31 August 2020