

**FACULTY OF MECHANICAL ENGINEERING
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**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**INNOVEX ENTERPRISE
PORTABLE CYCLE COOKER**

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EXECUTIVE SUMMARY

This business is based on partnership type of business. It consists of a total of five partners that hold significant position in the company which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

This business capital is amount RM 116, 854.00. The total amount contributed by partners is RM 116, 854.00. Each partner contributes RM 23,370.

INNOVEX Enterprise produces a portable cycle cooker that combine four types of cooking method which are grilling, steaming, boiling and frying. Our company tagline is "Go Anywhere, Cook Anywhere ". Our business will be located at Jalan Cenderai 27, Taman Kawasan Perindustrian Kota Putri, Masai, Johor.

Our company are focusing on producing this portable cycle cooker for the Malaysian. As a local company, we hope that this company can be the largest market share holder in this cookware industry.

1. INTRODUCTION

1.1 Name of business

The name of our company is INNOVEX. Our company is the official sales for camping cookware that is more portable and multi-function. INNOVEX is a change of word from innovate. This is because our company produce innovated product of existing product. Purpose of it, is to solve the problem of the existing product and to satisfy the customer needs. We are believed that our potential customer will have more confident about our product and be our loyal customer, because innovation represent something new and revolution from existing product.

1.2 Nature of business

INNOVEX is under the kitchen appliance industry. The reason why we choose this kind of industry as our main business because the geography of Malaysia deals with the tropical climate. Because of that, MALAYSIA have many places to do out-door activities such as camping and hiking. So, we took this opportunity to become a market leader in this kitchen appliance industry.

1.3 Industry Profile

During this modern era, Malaysia has become more rapid than ever. All industries in Malaysia has become bigger due to economic growth including cookware industry. Although this cookware industry is growing, but our local cookware product still cannot compete with high quality cookware of imported brand. Our company wants to produce a higher quality and innovative product than the imported product. For the past generation, we have to buy each type of cookware for different method of cooking but with our product we can combine four methods such as grilling, steaming, boiling and frying in one stylish product. Our product basically designed for outdoor cooking purposes. Our product is design for eco-friendly consumer because we only use solid fuel as our heat source. The smoke produce by solid is very little compared to charcoal we usually use for barbeque. We design our product to be user-friendly to, so that our consumer can easily operate our product with no difficulties. Furthermore, we also add special features to our product so that our customer can comfortably carry without using any packages. Finally, our product gives more advantages to our customers than any product in the market.