



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS ENTREPRENEURSHIP

BUSINESS PLAN



PREPARED BY

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PREPARED FOR

LECTURER'S NAME	:	PUAN SHAIRA BINTI ISMAIL
SEMESTER	:	MAC – AUGUST 2021
SUBMISSION DATE	:	12TH. JULY – 26TH. JULY 2021

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1.0 EXECUTIVE SUMMARY

No matter where we go, there will be a high possibility for crimes to happen. Women are always to be targeted as a victim as they are not as defensive as men. It is undeniable that there are certain women that have learned self defense materials such as Silat and Taekwondo but still they have to be extra careful with their surroundings especially if they are alone.

Taking this situation as our responsibility, we came up with an idea to produce a safety alarm for adults specifically for women. This safety alarm may help women to get “emergency attention” when they are in danger. This safety alarm is only as small as a car key and will produce sound when the user presses the button. This will help the women to be safe or help as soon as possible by the people around the place and maybe the belongings of the women can be safe as well.

Our products may have the pros and cons but we will try our best to keep renewing and updating our products in the future. Lastly, we hope that our products can help the community to spread awareness in handling and eradicating crimes.

SUBMISSION LETTER

SafetySecurity.co,
Diploma in Civil Engineering,
Universiti Teknologi MARA (UiTM),
Permatang Pauh,
PULAU PINANG.

17th. September 2018.

Madam Shaira Binti Ismail,
Lecturer of Fundamental of Entrepreneurship (ENT300),
Faculty of Business and Management,
UiTM Pulau Pinang.

Dear Madam,

SUBMISSION OF THE BUSINESS PLAN

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is particularly manufacturing and selling Tenexo Alarm located at Pusat Bandar Sunway, 13700, Seberang Jaya, Penang. Our company's name is SafetySecurity.co. Our business is a partnership set up with the following business partners and address:

Partners:

1. MAS AYU AFRINA BINTI MOHD ANUWAR (2019214258)
2. NUR HAIFA BINTI ABD NASIR (2019276402)
3. AMIRAH HAFIZAH BINTI RODZI (2019224764)
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