



UNIVERSITY OF TECHNOLOGY MARA PERAK BRANCH, TAPAH CAMPUS

FACULTY OF APPLIED SCIENCE (AS120)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BOTTLEIO

SMART LED DISLPAY THERMOS

AS1205_F

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DATE OF SUBMISSION:

20/1/2021

LETTER OF SUBMISSION

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20th January 2020

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Bottleio– SMART LED DISPLAY THERMOS**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Thank you,

Yours sincerely

.....

FATIN FARHANA BT SAFUAN ZAFWAN
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT 300.

Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturers which is PUAN KURSIMAH BINTI HARUN for her kindness in helping us during the process of completion of this project work. She have given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan.

There are a lot of challenges that we have to face such as finding the material suppliers and machine capacity for our project. Through these problems we manage to become more organize and mature in dealing with problems that occur during our research.

This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

EXECUTIVE SUMMARY

Bottleio, a company that is specialist in manufacturing Smart LED display thermos, based in Setia Alam, Selangor. Bottleio company offering customer an experience of owning an affordable luxury thermos to commute with their healthy lifestyle. We provide a practical convenient thermos with elegant looks suitable to all ages range. This product aiming to give a refreshing impact in health care product. Our product genuinely suitable for all because basically, we need a great quality container to contain the water which is the most important basic need of human resource. This thermos will assist their user as there is smart LED screen implanted to the body of the thermos that shows important information such as clock, day and date, water temperature in instance glance without having to look up on our gadget frequently and it will have a special effects which a blinking system o the display to notify the user that they need to drink their water.

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