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BUSINESS PLAN OF i-SHIELD



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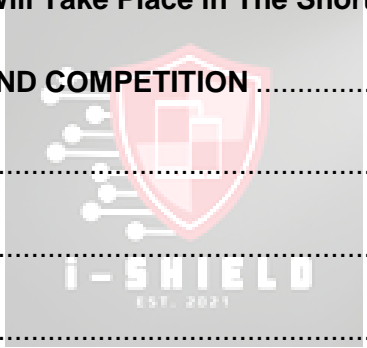
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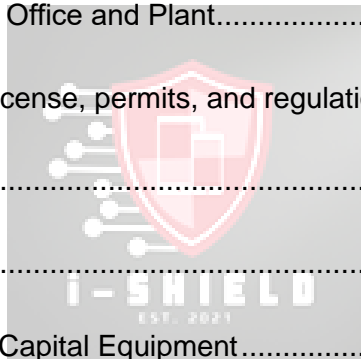
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1.0 EXECUTIVE SUMMARY

The i-SHIELD is a partnership business which consist of seven (7) partners. All of the partners hold seven (7) important positions which are General Manager, Accounting Manager, Sales Manager, Administration Manager, Marketing Manager, Production Manager, Human Resource Manager and Design Manager. The business venture is established on 20th November 2021 with a bank loan amounting RM30,990.00 and an equity share of RM250,000.00.

Then, i-SHIELD operates its business at 72C-3, Jalan Pantun 2A/1, Changkat Hartamas, 40150 Shah Alam, Selangor Darul Ehsan. This location was chosen because it is known as a developing city, surrounded with residential areas and locate big population of families. The store is accessible as it is in a strategic place.

Our business is focusing on gadget accessories. The business concept is to provide additional protection towards iPhone users from dangers and unexpected accidents during the daylight and night-time. The business makes the consumers to feel protected with our special service which their phone cases are equipped with secured materials which are attachable and made from high quality resources.

The uniqueness of our business is our products are designated into variety of colours and patterns which matched with the consumers taste and preference nowadays. Besides, our phone cases are the first innovation that are successfully permitted in Malaysian's market. Other than that, our products are positively verified by SIRIM which gives a meaning that they are safe to use.

We are established together with objectives to introduce our business in Shah Alam area as well as getting positioned in their mind when it comes to the subject of self-protection no matter where they are either alone or companioned. Besides, we also want to obtain superior performance in return on investment as well as becoming the best safety product and brand in Malaysia. Even though, we have competitors, our business aims to be the most profitable company due to our uniqueness and needs among the citizens in the area.

Our business hopes that the business can enjoy its desirable towards bright future and prosperity as well as achieving all of the objectives as planned with the contribution made by the partners within the organization. Besides, with the cooperation of employees would grant our wishes to grow the business globally in the upcoming future.