



**SMART ENTERPRISE**  
**MULTIFUNCTIONAL LUNCH BOX**

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This business plan report would not have been possible without the cooperation and efforts of our team members. We would not have been able to achieve this business plan without the help of the team. There are other hurdles we must overcome, such as finding material suppliers and setting financial flows for our projects. We gained knowledge and maturity in addressing the challenges that arose during our research as a result of these problems. This business plan details organizational, marketing, operational, financial and training plans, as well as any other information needed for a new entrepreneur to get started. We greatly appreciate those who put efforts and energy in advancing our project until we successfully complete our business strategy.

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## **EXECUTIVE SUMMARY**

The Multifunctional Lunch Box was born out of the idea of Smart Enterprise, which is our new company that implements lunch box product innovation. The change could begin at lunchtime. We want to provide day-to-day solutions to improve customer quality time while creating better technologies that leverage customer needs. It seems like a pretty simple concept. Thus, we plan to design a multi-functional lunch box and sell it to the world to make a lunch change. We want to be a top-value technology supplier of multi-functional lunch boxes in Malaysia to our customers. Therefore, by using our lunch box each year, the Multifunctional Lunchbox provides convenience at one time while saving time for the community. We design, build and bring to market for change at lunchtime while leveraging increasingly advanced technologies such as using batteries on lunch boxes to cook rather than cook in the kitchen. Multifunctional lunchboxes also are part of a plastic pollution solution. The journey towards new habits can start anywhere. We are delighted that our lunch boxes have empowered tens of thousands of target markets to say goodbye to traditional lunchboxes. However, providing our technology-friendly lunch boxes will help people and encourage them to cook anytime and anywhere as well as simplify their lives.

The company is managed by a partnership at NU Sentral, Kuala Lumpur, and this partnership agreement was set up to ensure that all business operations run smoothly. As we know there are many types of lunch boxes out there with different shapes and sizes and that is why we are thinking to innovate lunchboxes into chargeable lunchboxes that use the chargeable battery for cooking or heating various types of food. Therefore, it is very suitable for families, university students and workers because of its compact size, can cook and heat food, providing USB for phone charging and its unique benefit which is the use chargeable battery. The Multifunctional Lunchbox's easy-open lid is ideal for tiny hands, but it seals securely enough that it can be placed into a backpack or tote bag without trouble. Competitors such as Khind have been in the market since time immemorial as one of the main focuses of society in finding household and electrical goods. Therefore, the Smart Enterprise market covers all the major market players in the form of competitive advantages and in terms of technological advancements. Our primary goal for the first year of operation is to generate more than 50% of sales from production. We create a product that is not only convenient for everyone but constantly strive to develop new strategies to exceed our customers' expectations.

## 1.0 COMPANY PROFILE

### 1.1 ORGANIZATIONAL BACKGROUND

<b>a) Name of the Organization</b>	SMART Enterprise
<b>b) Business Address</b>	Level 3, NU Sentral Mall, No. 201 Jalan Tun Sambanthan, 50470, Kuala Lumpur.
<b>c) Website/e-mail address</b>	<a href="http://www.smartenterprise.com/">www.smartenterprise.com/</a> / <a href="mailto:smartenterprise@gmail.com">smartenterprise@gmail.com</a>
<b>d) Telephone Number</b>	+6030000000
<b>e) Form of Business</b>	Partnership
<b>f) Main Activities</b>	Manufacturing, selling and marketing of Multifunctional Lunchbox
<b>g) Date of Commencement</b>	1st December 2020
<b>h) Date of Registration</b>	3rd October 2020
<b>i) Name of Bank</b>	Maybank
<b>j) Bank Account Number</b>	-

*Figure 1.1: Organizational Background*

### 1.2 ORGANIZATIONAL LOGO/MOTTO



Figure 1.2.1: Organizational Logo

Five things have been drawn in the logo which are the blue man's head, white bulb and the blue power electricity icon together with the company's name and "think creative, go SMART" slogan. Those icons and words have been combined and defined as people's minds and thinks. Be creative and think smart to live easily in this modern era which has been filled