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**ETR 300  
FUNDAMENTAL OF ENTREPRENEURSHIP**

**OXY-TECH ENTERPRISE**



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**CONTENTS**

NO	ITEMS	PAGE NO
	<b>CONTENTS</b>	<b>i – iii</b>
	<b>SUBMISSION LETTER</b>	<b>iv</b>
	<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>1.0</b>	<b>INTRODUCTION PLAN</b>	<b>1 – 14</b>
	1.1 <b>Company Logo and Definition</b>	
	1.2 <b>Business Purposes</b>	
	1.3 <b>Business Background</b>	
	1.4 <b>Partners Background</b>	
	1.5 <b>Partnership Terms Agreement</b>	
<b>2.0</b>	<b>ADMINISTRATION PLAN</b>	<b>15 - 26</b>
	2.1 <b>Introduction of Organization</b>	
	2.2 <b>Business Location</b>	
	2.3 <b>Location Plan</b>	
	2.4 <b>Organization Chart</b>	
	2.5 <b>Administration Personnel</b>	
	2.6 <b>Remuneration Schedule</b>	
	2.7 <b>Workers Incentive Scheme</b>	
	2.8 <b>Office Floor Plan</b>	
	2.9 <b>Office Equipment</b>	
	2.10 <b>Administration Budget</b>	

<b>3.0</b>	<b>MARKETING PLAN</b> <b>3.1 Introduction to Product</b> <b>3.2 Target Market</b> <b>3.3 Market Size</b> <b>3.4 Competitors</b> <b>3.5 Market Share</b> <b>3.6 Sales Forecast</b> <b>3.7 Marketing Strategy</b> <b>3.8 List of Marketing Personnel</b> <b>3.9 Schedule of Remuneration</b> <b>3.10 Marketing budget</b>	27 – 46
<b>4.0</b>	<b>OPERATION PLAN</b> <b>4.1 Introduction to Product</b> <b>4.2 Main Part's Production Purpose</b> <b>4.3 Production Process and Schedule</b> <b>4.4 Process Flow Chart</b> <b>4.5 Capacity Planning</b> <b>4.6 Materials Requirement</b> <b>4.7 List of Personnel</b> <b>4.8 Worker's Remuneration Schedule</b> <b>4.9 Machine and Equipment</b> <b>4.10 Operations Space Layout Plan</b> <b>4.11 Location</b> <b>4.12 Operations Overhead</b> <b>4.13 Operation Budget</b>	47 – 73

<b>5.0</b>	<b>FINANCIAL PLAN</b>	<b>74 – 93</b>
<b>5.1</b>	<b>Introduction</b>	
<b>5.2</b>	<b>Project Implement Cost &amp; Sources of Finance</b>	
<b>5.3</b>	<b>Depreciation of Fixed Assets</b>	
<b>5.4</b>	<b>Loan and Hire-Purchase Repayment Schedules</b>	
<b>5.5</b>	<b>Pro Forma Cash Flow Statement</b>	
<b>5.6</b>	<b>Manufacturing Cost</b>	
<b>5.7</b>	<b>Pro Forma Income Statement</b>	
<b>5.8</b>	<b>Pro Forma Balance Sheet</b>	
<b>5.9</b>	<b>Financial Ratios</b>	
	<b>CONCLUSION AND RECOMENDATION</b>	<b>94 – 95</b>
	<b>APPENDIXES</b>	<b>96 – 170</b>
	<b>REFFERENCES</b>	<b>171</b>



## **1.0 BUSINESS INTRODUCTION**

As the industrial world becomes wider, more industrial company are coming up and established. It makes oxygen is also important in the industrial activity.

Oxygen is a part of the air that we breathe. Our body uses oxygen to create the energy it needs to carry on processes essential to living such as walking, thinking, breathing, and laughing. Without oxygen, life will cease in less than 10 minutes.

Nowadays, oxygen is not only important for breathing but also for industrial purposes. For example, oxygen is used in medicine as oxygen supplementation. Oxygen is also used medically for patients who require mechanical ventilation. Scuba divers and submariners also rely on artificially-delivered O<sub>2</sub>, but most often use normal pressure, and/or mixtures of oxygen and air. Oxygen also has other industrial applications which are important for our industry like cutting the steel.

Our target market for our business is mainly focus on industrial company and hospital that really use oxygen for their production. We definitely realized that some of our competitors are very well established in the business of local oxygen supplier, but that is not going to be a threat to us because there is not enough oxygen supply in our industrial purposes.

Furthermore, there is a very good opportunity in this kind of business due to the high demand of oxygen gaseous. The country also can save the money to import the product from another country with higher price. Most importantly, we can make better profit from this oxygen manufacture.