



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



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CLASS CODE: IC1204A2

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## 1.2 PURPOSE OF THE BUSINESS PLAN

Before we get into the details of our business plan, it's critical to understand why we're writing it in the first place. There are three basic reasons why a business plan is necessary:

1. Establish a business focus.

The main goal of a business plan is to outline your long-term goals. Goals or milestones should be included in these plans, as well as precise actions outlining how the company will achieve each one. The act of designing a roadmap to your objectives will assist you in determining your business's focus and pursuing expansion. In De Burook.Co, the main of our business is focusing in easy and effectively used of kitchen appliances for mother at house or worker at restaurant to ensure that their task are going smooth and well. As an example, if there is no invention to give a suitable and proactive utilize in kitchen appliances, their task or job will have a very difficult even have some improve day to day. So, our company invented an idea to realization of easier and simplify the important things in every day's job, cleaning.

2. Secure funding.

A well-researched business plan is one of the first things private investors, banks, and other lenders look for before investing in your company. Investors are interested in learning how you run your company, what your income and expense estimates are, and, most crucially, how they will get a return on their investment. De Burook.Co have a team in top management to get some of the criteria to secure the fund of company. Our human resources team and management is built just for having the standard in company to ensure that every single thing in company is recorded and listed. As we know, our company have their own ledger to calculate and predict the fund of company. I think, this is more than enough to give a trust and truth to investor as trying to invest in De Burook.Co due to systematic and neat calculation in and out flow of company's fund. This step just can be organized if you have a good business plan in your company.

3. Attract executives.

As your company grows, you'll most likely need to hire executives. A business plan can assist you in attracting senior talent and determining if they are a good fit for your organization. In De Burook.Co, we always deal with many of applications' resume everyday due to our best performance in attending our workers or team organization among our employees.

This make us one of most inspected company in Malaysia to put them into our company. We also go through the trend of employed the senior talent to strengthen our team and our company. We

cannot let them who just want to take advantage of our performance, that's why the application resume will be filtered and have an interview session for those who want to join our company.

### **1.3 DESCRIPTION OF BUSINESS**

While many appliances have existed for centuries, the self-contained electric or gas-powered appliances are a uniquely American innovation that emerged in the twentieth century. The development of these appliances is tied to the disappearance of full-time domestic servants and the desire to reduce the time-consuming activities in pursuit of more recreational time. In the early 1900s, electric and gas appliances included washing machines, water heaters, refrigerators, kettles and sewing machines. Increasing discretionary income was reflected by a rise in miscellaneous home appliances. In the 1990s, the appliance industry was very consolidated, with over 90% of the products being sold by just five companies. For example, in 1991, dishwasher manufacturing market share was split between General Electric with 40% market share, Whirlpool with 31% market share, Electrolux with 20% market share, Maytag with 7% market share and Thermador with just 2% of market share.

Home kitchen and cleaning supplier is one of the greater businesses since a century ago. With that opportunity, De Burook.Co try to get in the floor of kitchen and appliances to give more hits on it. With more than 20 branches that take part with us, we confirmed that our company has the strongest fund and position in Malaysia industry. If we can see in the present, for the world with the Covid-19 overwhelmed, we, De Burook.Co passionate with the environment and surrounding to invent and produce our product from top of the kitchen until down to the floor of house of premise. As long as the name is appliances, so we try to invent a product with more powerful and useful in making sure the quality and profit is our priority.

Our company provides many kitchen appliances such as high-tech materials for all types of laundry that don't require the use of chemicals. De Burook.co cloth may remove up to 99 percent of microorganisms from a surface when properly cared for and used. This product can be used dry for dusting, generating static electricity that lifts the tiny dust and dirt particles into the fabric, preventing them from resettling on surfaces, or damp for general cleaning and highly soiled areas, picking up everything using a water.