

FORMONIX HI-TECH

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# BUSINESS PLAN



"ExpertCareWithAdvanceLife"

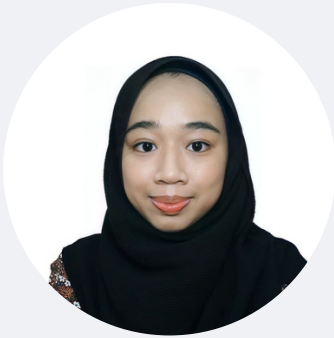
# MEET THE TEAM



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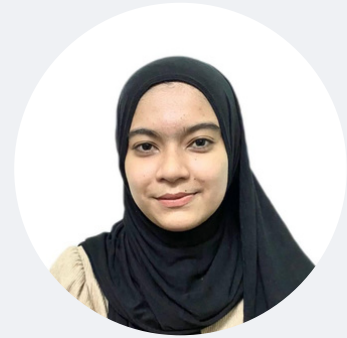
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Program	: AC220
Group	: MAC2204B
Course	: Principles Of Entrepreneurship
Course Code	: ENT530
Semester	: 4
Lecturer's name	: Puan Siti Nazirah Binti Omar

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# EXECUTIVE SUMMARY



Formonix Hi-Tech is a product oriented business which sells shoes dryer. Our motto is "Expert care with advance life". The mission for our business are to make it easier for athletes to dry their shoes. It is because we identified that athletes have problem of wet and smelly shoes after their practice. We also discovered that Orang Asli students aged between 7-18 years old went to school barefoot or they did not come to school when heavy rain poured. It is because most parents from Orang Asli village could not afford to buy their kids extra shoes due to poverty. So, we want to help Orang Asli earn money and skills by hired them to involved in making our shoes dryer. Therefore, Formonix Hi-Tech invented Shoes Dryer with a new technology that includes fragrance. Our vision is to become one of the best and well-known shoes dryer on the market.

Formonix Hi-Tech is located at Kawasan Perindustrian Tapah, 35400 Road, Perak. We choose this location because we have considered the distance between Orang Asli Village in Tapah with the company building at Tapah Road. Hence, it is not difficult for them to go to work as the distance is not far. Formonix Hi-Tech operates from Monday to Friday and our operating hours are from 8 am to 5 pm. The business is a partnership between 5 members which are Nurul Izzah Binti Amuary as general manager, Nur Amalia Filza Binti Hanafi as financial manager, Adilah Hanim Binti Aznam as operational manager, Nuranis Syahirah Binti Mohd Fakhurrozi as marketing manager and Qisthina Shuhada Binti Zulkefli as organizational manager. The total amount of capital the partners invest in this business in RM 100,000. All the partners contribute equally for RM 20,000 for the capital. All partners will have equal control unless otherwise specified in a partnership agreement.

The main product of Formonix Hi-Tech is shoes dryer. Our shoes dryer came with fragrance and the duration of time it takes to dry the shoes is 8 minutes. Customers can choose what type of fragrance that they want and we will make it happen. For the students from Orang Asli Village, we will place the shoes dryer at their school. We hope that with our shoes dryer, the students can go to school happily without their wet shoes anymore and enjoy their school life. Formonix Hi-Tech's target market is athletes. Since they are always wearing sports shoes, it might be dirty and smelly. So, they can immediately wash their shoes and dry it using our shoes dryer. Our target market includes those who like participating in various sports or physical fitness activities. Sweating is caused by these physical activities, that which might lead to bacteria in the shoes. Therefore, with increasing usage of shoes, the demand for our shoes dryer is also expected to increase.

Formonix Hi-Tech markets the shoes dryer on the online platform to keep the trend among customers growing over the time. They can purchase it through our website or Instagram. But, if any customers want to see and buy the shoes dryer at physical stores, they can go to any supermarkets such as Giant and Lotus. As for now, Formonix Hi-Tech is the only local company that produce shoes dryer in Malaysia. Thus, we are sure that our business will have the potential for the market growths. Formonix Hi-Tech will start making profit in 2022 as we believe people will start to recognize our product more. We hope that our product will be well-known throughout Malaysia and even internationally.