

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

PRURIENS ENTERPRISE

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1.3. INTRODUCTION

Our company establish for the purpose of reducing number of smokers in Malaysia. As a Bumiputra entrepreneur, we have come with several vision and mission as our guideline to move forward into the next step of our business.

VISION AND MISSION

VISION

Our vision serves as the framework for our guides in every aspect of our business by describing what we need to accomplish in order to achieve sustainable quality growth. The main vision of our company is to reduce the number of smokers in Malaysia. Besides that, in terms of productivity, we want to be highly effective, lean and fast moving organization. Furthermore, we want to be a responsible citizen that makes a different by helping to create a healthy supplementary product that can break smoking habits. Last but not least we want to satisfied our customer by produce and supply our product by opening branches around Malaysia.

MISSION

Our company starts with mission who is first to exceed total company high performance and to achieve our company's target. In order to achieve our company's target, we need to understand our customer's need first and this remains as our second mission. Customer plays an important roles in order to success in our business so that we will appreciate and support the critics regarding to our products while works together to achieve mutual



1.4. PURPOSES OF OUR BUSINESS

As others company, our company has our own purposes to establish this business. Before we go through to other purposes, we go to the main purpose of setting up this business. We form this business as the fulfillment of the ENT 300 subject. We as a student of UITM are compulsory to take this subject and fulfill the requirement. This is why we form this business and prepare our business proposal.

Other than that, we want to produce and sell HALAL product in our market and supply it to our target customer. As we all know, not all entrepreneurs in Malaysia produce HALAL product. They did not care enough whether the product that they produce HALAL or not. This is why, we come up with this business to fulfill the customers need which is to produce and sell HALAL product.

The number of smokers in Malaysia is increasing by year. Most of them try many ways to quit smoking but only a few of are them able to do it. They even try to take a pills or tablets that available in the market but at the end the taste of the tablets did not satisfied the customers. That's why our company comes up with new ideas which are to satisfy and to fulfill the customers need with a new taste of healthy herbs candy that can break smoking habit. Our product is PRURIENS and it is base on herbs which is available in mint flavor. People were demand for a product that different from the others and by that we come with new idea to fulfill their needs and desire for such a product.

By this business plan, we can manage our resources properly and we can avoid wastage in our business. Other than that, this business plan was made as a guideline to our daily operation of our business to run and operate our business smoothly and perfectly.