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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300

GROUP: N3IC1204A1

Title:

BUSINESS PLAN REPORT

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1.0 EXECUTIVE SUMMARY

Heat & Fit is an innovative product designed to revolutionize food preparation and health management. Our machine combines the ability to heat, cool, and maintain the temperature of food while also providing an advanced calorie-counting feature. With an emphasis on promoting a healthier lifestyle, Heat & Fit is designed to meet the needs of modern society by making food preparation and calorie tracking effortless.

The key functions of Heat & Fit include precise temperature control to ensure food remains fresh and safe for consumption, as well as a built-in calorie analyser that helps users make informed dietary choices. This product is ideal for individuals and families aiming to maintain a balanced diet and overall well-being. Heat & Fit uses cutting-edge technology and high-quality, eco-friendly materials that ensure durability, safety, and ease of use.

Managed by a team of five dedicated partners, Heat & Fit was developed to address the growing demand for multifunctional kitchen appliances in Malaysia. Three years ago, we embarked on this journey to provide consumers with a product that enhances convenience and supports health-conscious living. Our market research highlights a strong demand for products that combine functionality with health benefits, making Heat & Fit the perfect choice for this segment.

To achieve success, our team has assigned specific roles and responsibilities to ensure the smooth operation of our business. A key focus is our research and development (R&D) department, tasked with integrating the latest technology into our product and conducting thorough testing to ensure reliability and safety. The administrative, accounting, and tax responsibilities will be managed meticulously to maintain operational efficiency.

Our marketing department will play a vital role in establishing Heat & Fit as a trusted brand in the Malaysian market. By leveraging social media platforms such as Instagram, TikTok, and Facebook, we aim to reach health conscious consumers and highlight the unique benefits of our product. Heat & Fit is more than just a kitchen appliance it's a step towards a healthier, more convenient lifestyle.

4.0 ADMINISTRATION PLAN

4.1 Business Mission, Vision, and Objectives

Vision

To become a trusted leader in the food technology market by delivering innovative solutions that simplify food preparation, maintain food quality, and promote healthier lifestyles for modern society.

Mission

To leverage cutting-edge technology in creating food warming and calorie-tracking machines that prioritize convenience, health, and sustainability for everyday users.

Objectives

1. To achieve customer satisfaction through reliable product performance, innovative features, and exceptional customer support.
2. To establish a strong digital presence, building an online community of at least 5,000 engaged customers by the end of the first year, showcasing the benefits of food warming and calorie-tracking technology.

4.2 Business Logo & Description

Business Logo



Logo Description

1. **HAFII** is a combined name representing the founders of the company, symbolizing unity, collaboration, and shared vision.
2. The year "**EST. 2024**" signifies the company's starting point, adding an element of trust and a story of growth for customers to connect with.
3. The tagline "**MADE WITH LOVE**" highlights the passion, care, and dedication infused into every product, ensuring high-quality offerings.
4. The chili pepper sketch subtly hints at the company's focus on food products, possibly with a playful or flavourful twist, aligning with its culinary theme.