



اَوْنِفُورْسِيَّتِي تِيَكْنُولُوجِي مَارَا
UNIVERSITI
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MARA

ENT 300 FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT

AS114 DIPLOMA OF MICROBIOLOGY



BUSINESS NAME : HEXTECH INDUSTRIES

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1.0 EXECUTIVE SUMMARY

HEXTECH INDUSTRIES presents pre-built PCs, with a unique focus on energy efficiency as our strength and key different from other competitors. Hextech Industries mission is to prioritize the quality of the PCs and guarantee the product will work as designed. Hextech Industries utilize energy-efficient components in the pre-built PCs while ensuring smooth performance with lower power consumption. This will result in lower electricity bills and quieter operation, making this PC an excellent choice for our target market. Hextech Industries targets customers aged 18-49, as this group commonly uses PCs for study, work or entertainment purposes. Due to the rapidly growing and increasing demand from consumers, Hextech Industries plans to reach RM 310 million in revenue for our first year of launching the PCs and aims to secure a 20% increase in revenue annually as our short-term goal. While for the long-term goal, Hextech Industries targets to explore opportunities for business growth beyond Malaysia within five years. For marketing strategies, Hextech Industries will actively conduct a social media campaign to increase awareness about the product to the community. Furthermore, Hextech Industries will also launch promotional events during New Year or during cultural festivals like Chinese New Year and Deepavali to capture the customer's attention. For operational planning, Hextech Industries apply a systematic and effective management to ensure a smooth operation of the product. Hextech Industries emphasize on the inventory management and final inspection to ensure that the final product will operate flawlessly. Hextech Industries requires an initial investment of 20 million to establish the manufacturing facility. With the right support system and solid strategy, Hextech Industries will be prepared to deliver outstanding value to the customers and investors.

2.0 INTRODUCTION TO THE BUSINESS

HEXTECH INDUSTRIES is a business dedicated to providing consumers with high-performance pre-built PCs that prioritize energy efficiency without compromising on the overall performance . HexTech Industries also provides professional advice on computer parts for those who seek advanced, high quality computer assembly and professional technician service. With a diverse catalogue of energy saving, up to date hardware components, **HEXTECH INDUSTRIES** aims to not only meet the demands but also to be a pioneer in the IT technology industry in providing excellent technician service and retail of personal computers.

Established in 2025, our commitment to sustainability and innovation drives us to continuously explore new technologies and methods that enhance performance while reducing energy consumption. We believe that every consumer deserves access to cutting-edge technology that aligns with their values while emphasizing on energy efficiency without sacrificing performance.

At **HEXTECH INDUSTRIES**, we recognize the demands of computing beyond just the hardware. Therefore, we are committed to provide the finest buyer experience by offering professional consulting service and exemplary technician service ensured to provide ongoing support and maintenance, guaranteeing top notch performance and maximize lifespan.

2.1 BUSINESS PLAN PURPOSE

2.1.1 Clarity of Vision

1. VISION

To be a pioneer in the IT industry in providing excellent personal computers and enhancing consumer experience.

2. MISSION

To prioritize quality of the product by ensuring the services and hardware parts.

3. LOGO

