



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Negeri Sembilan
Kampus Kuala Pilah

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

Program	:	Diploma in Microbiology
Program Code	:	AS1145C1
Submission date	:	20th January 2025
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1.0 EXECUTIVE SUMMARY

1.1 Business Overview

I. Business Name and Address

Nexus is a smartphone manufacturing business based at Lot 45, Jalan Hi-Tech 3, Kulim Hi-Tech Park, Kedah, with a retail store at Unit 15, Ground Floor, Sunway Carnival Mall, Seberang Jaya, Penang.

II. Form of Business Entity

The business operates as a partnership, emphasizing collaboration to deliver affordable, high-quality smartphones.

III. Products and Services

- **CORE A1:** A low-cost smartphone priced at RM600, designed for students and entry-level workers.
- **FLOW A1:** A mid-range smartphone priced at RM900, catering to professionals and tech-savvy users.
- Warranty, repair, and maintenance services ensure customer satisfaction.

IV. Target Market

Urban and semi-urban residents, aged 18–34, particularly budget-conscious users and professionals, form the primary market segment.

V. Industry Outlook and Business Justification

The rising demand for affordable, feature-rich smartphones in Malaysia presents an opportunity for Nexus to fill a market gap dominated by higher-priced competitors.

VI. Financial Highlights

- **Initial Capital:** RM50,000 (owners' contribution: RM25,000; loan: RM25,000 from Maybank).
- **Sales Forecast:** RM3.7 million in Year 1, RM4.1 million in Year 2 (10% growth), RM4.7 million in Year 3 (15% growth).
- **Projected Profits:** RM123,000 in Year 1, RM145,000 in Year 2, RM165,000 in Year 3.

VII. Key Management Team

- The founding partners possess expertise in marketing, operations, and finance, ensuring efficient and sustainable business operations.
- Nexus aims to redefine Malaysia's smartphone market with its innovative, cost-effective products and strong focus on customer satisfaction.

2.2 Reasons/Justification for Starting the Business

The decision to establish Nexus, a smartphone retail and manufacturing company, was driven by the rapidly growing demand for high-quality but affordable smartphones in Malaysia. With the rapid development of technology and dependence on mobile devices for work, education, and entertainment, there lies a great market opportunity to provide cost-effective smartphone options that meet the diverse needs of users.

Nexus specifically focuses on two key product categories:

1. **Core A1 (Low-End):** A budget-friendly smartphone designed for basic functionality, targeted at students, entry-level workers, and individuals seeking affordable devices without compromising reliability.
2. **Flow A1 (Mid-End):** A mid-range smartphone offering enhanced performance, camera quality, and customizable features for users who demand more advanced capabilities at a reasonable price.

By addressing the gap in the market for affordable yet feature-rich smartphones, Nexus aims to fulfill the following needs:

- **Affordability:** Many consumers, especially students and lower-income groups, face difficulty accessing high-quality smartphones due to high prices. Nexus bridges this gap with its low-cost models.
- **Performance:** The Core A1 provides advanced features, such as improved storage, better cameras, and seamless performance, catering to individuals who require dependable smartphones for productivity and entertainment.
- **Customization:** Both Core A1 and Flow A1 models allow users to select storage options, colors, and features to suit their personal preferences and budgets.
- **After-Sales Support:** With warranty and repair services, Nexus provides customers peace of mind, ensuring long-term usability and satisfaction.