



UNIVERSITI
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MARA

FACULTY OF ACCOUNTANCY

ENTREPRENEURSHIP (ENT300)

"SCEAN Enterprise"

Prepared for:
Mr. Firdaus Bin Mohamad

Prepared by:
Nickmixan Hendry Mohan (2012881762)
Shirley Jacqueline Juran (2012278784)
Audrey Kiah (2012658752)
Cathy Floria Binayar (2012616122)
Ell Joann Juannes (2012611854)

Group: **AC1106A1**

ACKNOWLEDGEMENT

Foreword

First of all, praise to the Lord for giving us opportunity to finally complete our business proposal for ENT 300 subject.

We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

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EXECUTIVE SUMMARY

SCEAN Enterprise is a business that produce cleaning product that is known as Cleapper. It is a slipper that can be used for various purposes such as moping and dusting the floor. These products are easy to be used and they are suitable for all ages as it's come with many different types of size. Furthermore, we target our product to family and bachelor as it will be really useful product for them because sometimes due tight schedule of work lead them no time to clean their house. Therefore, we have comes with this idea on creating this slipper.

Our business strives to achieve our business mission, vision and objectives. By this our business will be able to become known in the industry and will be compatible with our competitors. Moreover, our company will expand in few years ahead as our product will be able to fulfill customer satisfaction.

In addition, our business share will increase in few years ahead as it will become known by all society. Besides that, our market size will than increase as well. SCEAN Enterprise also hopes that we will be able to manufacture our product in a larger scale as to promote our product internationally. Therefore, we will be able to gain more profits and also become one of the most known manufactures for in mop industries.