



اَوْنِيُو كَرْسِيَانِي تِيكُونُو لَو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA**

**ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN  
FEEDZ**

|                                               |            |
|-----------------------------------------------|------------|
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# Acknowledgement

First of all, Alhamdulillah, praise to Allah SWT for giving us the opportunity to finally complete our business proposal for ENT300 subject.

We, the group partners are accepting this as a challenge to ourselves because it shows our ability in completing and managing the task given. For the prospect of business, this business plan project will hopefully be a way for us, to practice our ability and many different ways and medium, to be a guideline and to encourage our efforts in becoming an educative and successful business people.

Secondly, we would like to thank to our beloved lecturer, Mr. Firdaus Bin Mohamad for giving us moral supports and being so helpful guide-lining us in completing this business proposal and being so pleasant towards us. Without his help we would not be able to understand or finish this project smoothly.

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# Executive Summary

FEEDZ is a manufacturing company in producing simple and systematic eco-friendly tools and equipment that are creatively invented to assist humankind in their daily life. Using the tagline “Creative Innovation without Limits”, we wanted people to be aware that we are taking creative innovation highly important. Our main building and factory is located at the same place which is at , KKIP Selatan, 88450 Sepanggar, Kota Kinabalu, Sabah.

Our very first product is "Notice Me" parking indicator that functions as an indicator to assist car users in finding vacant or available parking spaces to park their cars. The benefit offer of the product is; reducing time taken for car users to look for available parking space rather than going around just trying to find one and wasting gas.

We choose Kota Kinabalu area as our first distribution location as Sabah is falling behind in terms of parking systems unlike in peninsular Malaysia and Sarawak, where most of the shopping malls at there are using high-tech parking indicators. Besides, the population in Sabah is getting bigger especially in Kota Kinabalu area where most of the civilians are using their personal cars as daily transportations which causes massive traffic jammed or crowded parking spaces making it harder to find available parking spaces.

Thus, referring to the current situation in Sabah especially in Kota Kinabalu, we believe that the invention of "Notice Me" parking indicator will be able to solve the problems and we, FEEDZ will take this as an opportunity and challenge to make it big and achieve our goals.

## **Profit and Loss**

- The net profits of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account. The partners will distribute profit according to capital distribution. Any losses will be liable among partner equally according Partnership Act 1961.

## **Salaries and Withdrawals**

- Neither partner shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account

## **Interest**

- No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital

## **Perquisite**

- Any additional pay is to follow current profit and will be present in the end of annual financial report.

## **Partnership Property**

- Owned by the partnership and partners because it is not separate legal entity [Partnership Act 1961 S.22]