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(ENT 300)
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
EMTITY BROS.

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Executive Summary

1.0 Introduction

Entity Bros. is a company which manufactures and markets the newly-invented product of theirs which is the mini-cinema. This product has a purpose to satisfy the needs of its users so that the users are enabled to experience the greatness of having to watch their selected movies on their selected gadgets without having to go to the cinema. Entity Bros. are mainly concerned about their potential customers' need of wanting to have the feeling of the presence of being in the cinema with more privacy than watching on the television itself.

The company is not only focusing on producing products for only individuals but also for a multiple number of users. This is because a great movie must not only be watched alone but better with having accompanied. Other than that, the products produced are always focusing on the portability and the usefulness of the product. The mini-cinema is not only a one-purpose product. It can also be used as a mini-table, laptop holder and speaker-placer when not used for watching movies.

Overall, Entity Bros. are envisioned to produce and invent more products which is based on portable cinemas and trending devices for the community to enable them to experience an easier day-to-day entertainment at home or while on-the-go. It might be an alien product for the world currently but Entity Bros. are sure that their devices will be the new trend for the community in future to come.