



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
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TEKNOLOGI
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FACULTY OF BUSINESS

ENTREPRENEURSHIP (ENT300)

‘PARAGONY’

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1.1) EXECUTIVE SUMMARY

PARAGONY is about manufacturing and selling food container for all human kind. It is made from non-toxic material (safe) yet by using a high quality of raw materials. PARAGONY is located at 80/1, Jalan Pendidikan 4, Taman Universiti, 81300 Skudai Johor.

PARAGONY has found that in this modernization world everything must be able to ease human life thus we have come out with the idea of portable food container. There are a lot of food container in the market but in order to compete and be on top of competitor(s), we highlight new features that surely would catch people eyes that it can be collapsed.

As time goes by, we believe that PARAGONY can gain market share and be able to be on the same level as our benchmark company, Tupperware. This is because, being collapsible will make our product portable and easy to be brought anywhere and fit even in a pocket.

Lastly, we PARAGONY saw an opportunity that this business has the potential of success provided that it is handled efficiently. As people nowadays always wants to have something that could ease their life.

“PARAGONY, Think Space”

1.2) INTRODUCTION

The name of our company is PARAGONY. Our business focuses on manufacturing industry that is related to food and beverage containers. Our aim of business is to introduce a new concept of plastic containers and bottled water that are collapsible. We strive for a good quality and our own uniqueness of food containers that will bring uproar into the market. Our inspiration for the company name came from the word 'paragon' which brings a meaning of "a thing that refer as a perfect example of a particular quality".

The premise is located at 80/1, Jalan Pendidikan 4, Taman Universiti, 81300, Skudai, Johor. PARAGONY is established on 1st July 2015 and will be launched on 1st December 2015. The name of our product is Collaps-O. We were intrigued by the word collapsible therefore we took half of the word and transform it into Collaps-O. This product fulfills our customer's demand, as nowadays people love portable and small things. Thus, our product is a bulls-eye for those demands.

This food container and bottle is suitable to be used among every age of group including Generation X, Generation Y and baby boomers. In this 21st century, the community prefers to hunt for products that are convenient, lightweight and eco friendly. With these traits, we manage to produce a food container and water bottle that fulfills those demands. Our products vary from the market as it is designed to save space as the bottled water can fit into the pocket once it is collapsed. For example, the bottled water can be collapsed once it is used and can be expand to reuse it. It is BPA free, reusable and saves a lot of space especially to be placed in bags.

We are planning to expand our wings by opening several branches around Peninsular Malaysia and Sabah & Sarawak. Furthermore, in six years from now, our next goal is to have our own Head Quarters and to have more variety of products. In our long-term vision, our ultimate goal is to venture into the global market and be a contender among the biggest competitors.