



**FACULTY OF APPLIED SCIENCE**

**UITM CAMPUS KUALA PILAH**

**BUSINESS PLAN REPORT**

**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**



**( ZerowasteX Sdn. Bhd.)**

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|                           |                                                                                                                                            |
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## **1.0 EXECUTIVE SUMMARY**

ZerowasteX Sdn. Bhd. basically is an innovative company that was established just to address the growing environmental concerns related to food waste and non-renewable energy. The business focuses on developing and marketing high quality solar powered compost bins that efficiently transform organic waste into nutrient rich compost. It is strategically located in Kluang, Johor and operates as a partnership and aims to serve a diverse target market including schools, universities, local councils and environmentally conscious households. The product is designed with features such as an automatic grinding system and compact, also eco-friendly design, appealing to both institutional and domestic users.

The company's marketing strategy emphasizes community engagement, educational aspect and a strong digital presence. By promoting sustainability and offering a practical, user friendly composting solution. Although ZerowasteX seeks to gain a strong foothold in a market dominated by traditional and efficient composting methods. The business model also includes detailed administrative, operational, and financial planning, with clear implementation schedules and personnel structures that support growth and sustainability.

Financially, ZerowasteX projects strong revenue growth with a detailed monthly sales forecast and achieves a total annual target through three years. With anticipated sales growth per year, the business shows significant potential for expansion. The company also demonstrates a deep commitment to legal compliance, quality assurance, and excellent customer service, positioning it as a trustworthy and forward thinking player in the environmental technology sector.

ZerowasteX's mission is aligned with broader global sustainability goals and its vision is to revolutionize food waste management in Malaysia. Through innovation, operational efficiency, and community involvement The company aspires to become a leading force in green technology and contribute meaningfully to environmental preservation and a circular economy.