

ACKNOWLEDGEMENT



UNIVERSITI TEKNOLOGI MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

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A GROUP REPORT ON:

SPEXXY

"SEE LIFE THROUGH GLASSES"

COURSE:

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

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Thank you,
Yours sincerely,

LAURELDA RAIN,
General Manager, SPECKT

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1.2 VISSION

This company's vision is to be the widest, convenient and the most effective spectacle producer in Asia, hence, in the world.

1.3 MISSION

Our company's mission is to deliver the best spectacle product to our potential customers. By achieving this mission, we will be able to get recommendations from others and straight to expanding our company in another country.

1.4 MOTTO

The motto or tagline of our company is "See Life Through Glasses". It is widely used in our company. We decided to use this quote as our company's motto because we want to leave a big impact not only to our customers but also for those who does not actually buy our products to make them remember us more. It is somehow part of our tactics to lure them to our store.

1.5 OBJECTIVES

The objective of our company is to produce a better quality of spectacles which provides various functions. Not only as an ordinary spectacle that helps people to see clearer but also by putting another elements to make it more convenient to use such as a spectacle that provides flashlight to its user. We want to make sure that our customers will be satisfied in using our product.

The second objective is to get or earn a higher profit for our company from the product we produce by the means of promoting and giving good service to ensure future inward investment. With the result, we are able to maintain the stability of our company especially in the financial and service aspects.

Last but not least, of course we would like our company to reach and accomplish the company's vision and mission as stated before.