



UNIVERSITI TEKNOLOGI MARA  
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DIPLOMA IN ACCOUNTANCY

(ENT 300)  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
LUX NAVITAS

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## **EXECUTIVE SUMMARY**

### **1.0 Introduction.**

Established in 3 June 2012, Lux Navitas a partnership company with four (4) partners which is the Chief Executive Officers and Marketing Manager is Miss Rodilah Binti Ali, Financial Manager is hold by Miss Farah Nur Filza Binti Ahlip, Operatioan Manager is hold by Miss Nurhafizah Binti Ag Salleh and last partners is Miss Leslie Binti Boni which holding position as Administrative Manager. Lux Navitas got its name from a latin name which means 'light energy'. We choose to use light energy because based on our product itself the bulb that produce light and energy means the product that can save the energy.

Lux Navitas is electricity shop that located in Kota Kinabalu, Sabah. Lux Navitas is a company that sell product based on infrared sensor. While there are many others bulb that similar function that can save energy but Lux Navitas offers slightly different items which installed with infrared sensor which make the bulb function when someone is around. The infrared sensor is functioning to detect the absence of moving things and will be switch off automatically when there is no movement detected. With the installation of the infrared sensor, we believe that our product can get into the market easily.

Location of Lux Navitas store in the middle of the city will allow it to attract a lot of customers' attraction. Lux Navitas has foreseen this opportunity to offer a better product to help to save power, energy and money also to save the earth. Other than that, Lux Navitas saw the opportunity that this business has the potential of success in this industry with some exposure to society through advertisement which functioning as a whistleblower to spread about the existence of this product to society. While promoting and exposing this product to society, we, on the same time help the customers aware about the importance saving the power and energy to help to reduce and prevent the global warming from getting worsen.

## 2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and society about the importance of using eco-friendly product and obtain support for the venture. Other than that, it is important to make society aware and take a little action to contribute some effort to save the world. Lux Navitas creating a product that brings benefits to the society in term of saving their energy and money on the same time contribute a little effort to save the world for future generation. Lux Navitas hopes that the customers aware about the importance saving the power and energy not only for now but also for future by help to reduce and prevent the global warming from getting worsen.

The partners of Lux Navitas has agreed that each shareholder to contribute RM 20,000 each as a start-up capital. The financing will be used to purchase the assets for the partnership such as the office equipment, furniture and fittings and to finance the expenses such as, advertisement expenses and rental expense.

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