

UNIVERSITI TEKNOLOGI MARA
SABAH BRANCH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)
"PERSONAL PROTECTIVE & SAFETY
PRODUCTS SUPPLIER"

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SUMMARY

Safeties at work place are needed today. Demand of personal protective and safety equipment is increasing from day to day. Therefore, now will be the right time for us to start a new business that a less brought up to the market and supporting the government policies at the same time. After analyzing the market structure thoroughly, we believe this business has the potential to grow and develop in Sabah because Sabah itself is in his developing era. Nevertheless, the small level of competitors indirectly giving us enough time to established our company in this business.

. Referring to the financial analysis that we had carry out, the *pro forma* income statement shows that the financial performance of this company for the planned period are stable and profitable. As the business moves forward, we believe this business will give us a positive monthly cash balance whereas it would cover the total cost that we used to start this business.

As for the conclusion, there is no doubt that this business is profitable, have the potentials to be developed and worth to be ventured.