

TECHNOLOGY ENTREPRENEURSHIP

ENT 600

“PRO PLANTING MACHINE”

HI-TECH CORPORATION

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TABLE OF CONTENT

ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURE.....	6
LIST OF TABLE	7
1. INTRODUCTION	8
1.1 Executive Summary	8
1.2 Nature of Business.....	9
1.3 Background Business	9
1.4 Introduction to Organization	10
1.5 Objectives	11
1.6 Partnership Agreement	12
1.7 Background of Partners	14
1.8 Business Logo and Description	19
1.9 Business Motto, Vision and Mission.....	20
2. PRODUCT DESCRIPTION.....	21
3. TECHNOLOGY DESCRIPTION	22
4. MANAGEMENT TEAM	23
4.1 Introduction of Administration Plan.....	23
4.2 Organizational Chart	24
4.3 List of Administrative Personnel.....	25
4.4 Job Description.....	25
4.5 Office Layout	28
4.6 Business Contribution (Capital)	28
4.7 Management Compensation	29
4.8 List of Office Equipment and Supplies	30
4.9 Administration Budget	31

5. MARKETING ANALYSIS AND STRATEGIES	32
5.1 Introduction of Marketing Plan	32
5.2 Objectives	33
5.3 Market Size and Target Market	33
5.4 Competition	34
5.5 Market Share	35
5.6 Market Segmentation	37
5.7 Marketing Strategy	38
5.8 Sales Forecast	40
5.9 Purchase Forecast	41
5.10 Marketing Budget	42
6. OPERATION PLAN	43
6.1 Goals and Objectives of Operation	43
6.2 Operation Strategy	43
6.3 Symbol of Process Chart	44
6.4 Flow Chart Process	44
6.4.1 Producing Product Flow Chart	44
6.4.2 Selling Product Flow Chart	45
6.4.3 Warranty Process Flow Chart	45
6.5 Operation Layout	46
6.6 Production Planning	47
6.7 Operation Cost	48
6.7.1 Employee Remuneration in Operational Department	48
6.7.3 Machine and Equipment for Operation	49
6.7.4 Workers' Equipment	49
6.7.5 Operation's Equipment	49
6.7.6 Operation Overhead	50
6.7.7 Total Operation Cost	50
6.7.8 Cost per Unit	50
6.8 Operation Budget	51
6.9 Prototype	52
6.9.1 Sketching Diagram	52

6.9.2	Real Product	53
6.9.3	Product Description and Function.....	54
6.10	Gantt chart	55
7.	FINANCIAL PLAN	56
7.1	Introduction	56
7.2	The Importance of financial plan	56
7.2	Financial Objectives	57
7.3	Financial Strategy.....	57
7.4	Financial Estimates.....	58
7.4.1	Start-up Cost	58
	(Projected administrative, marketing and Operation Expenditure)	58
7.4.2	Loan Amortization and Hire Purchase Schedule	60
7.4.3	Working Capital	61
7.4.4	Start-up Capital and Financing.....	62
7.4.5	Projected Sale and Purchase	63
7.4.6	Economic Life of Fixed Assets & Depreciation Method.....	64
7.4.7	Cash Flow Statement	65
7.4.8	Income Statement.....	68
7.4.9	Balance Sheet	69
7.4.10	Financial Analysis.....	70
7.5	Financial Performances	71
8.	CONCLUSION.....	75

1. INTRODUCTION

This chapter briefly explains about the background of HI-TECH Corporation. The product concept and the location start up business will be discussed in detail.

1.1 Executive Summary

The “Pro Planting Machine” is product made particularly by HI-TECH Corporations and it a new invention which provides best services especially to farmers. Basically, this product was be evaluated through many aspect and there was several improvement have done to make this product look not complicate and effective. Some innovation have done by our company by add water pump and mini hoe to ease the watering and ploughing. With the main objective is to provide a product that can reduce the usage of time, cost and human energy that help increase the efficiency of farming. It also free from pollution because there is no smoke produces during this machine operation.

The product is designed suitable use for smallholder farmer and big plantation. This product has tank for water storage. The technology used to produce this quality product is applied from a combination of technologies that available in market today. It can be concluded that this product give a beneficial impact to the customers.

Even our product is slightly similar with the existing product, but we have used the advanced innovation in technologies in our product. In detail, this product is mainly made from a stainless steel. This machine is made up from stainless steel to avoid rust. Target market for this product is especially suitable for farmers. This product can be concluding as quiet, safe and reliable, convenient and simple to be use.