



UNIVERSITI TEKNOLOGI MARA

GO - LIFE ENTERPRISE  
**"FRIUT CUTTER TUMBLER"**

MUHAMMAD SHAKIR ZAKARIA  
RADZIAH ABD RAZAK  
NUR MUNIRAH MOHD AZMI  
MOHAMAD SYAFIQUH HAFIZ  
NURUL NADIA RAHIM

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## 1.0 EXECUTIVE SUMMARY

GoLife Enterprise is a business partnership. The business address is at G-17, Jalan Plumbum, Seksyen 7, Shah Alam, Selangor Darul Ehsan. There are 5 shareholders that have cooperated and responsible in collecting some capitals to build this company. They are Muhammad Shakir Bin Zakaria as general manager, Radziah Abd Razak as administration manager, Nur Munirah binti Mohd Azmi as marketing manager, Mohamad Syafiqul Hafiz as operation manager and Nurul Nadia binti Rahim as financial manager. The main focus of this business is to produce high quality of farm and housemate tools and apparatus that can serve demand from local and international.

The first our innovations product by GoLife Enterprise is FRUIT CUTTER TUMBLER that comes with combination of conventional and modern technologies. Although our product is existing in the market but we making some adjustment and improvement to make sure the fruit cutter tumbler to be different from others cutter by applying some special features such as sharp cutter blade, light in the weight and etc. Fruit cutter tumbler is a type of innovation to help users to slice fruits into section on one swift movement making it perfect for making bite sized chunk. Safe and health, suit to apple, pear, orange and other fruits, quick and easy to use and portable at anytime and anywhere because it is light in weight and small in size. We also would like to produce our own brand to reduce cost. Other than that, we also would like to expand our business to become more competitive and comprehensive.

Next, just like another company we also have the marketing strategies that have one target market. Our company target market is office worker, housewife, health-trainer and student. Fruit cutter tumbler act as our product because in take opportunity on people who are living in healthy life-style where they love to eat healthy food, discovering the potential of using this innovation due to changes in demographic and perceptual and help people to consume fresh fruits without using a lot of time for preparation. In additions, we have our competitors that survive in sell the product that have same nature of business like us. Our competitors come from the same industry but different level of business. Examples the competitors are Tupperware, Nicer Dicer Plus and Zicome that contribute to our market segmentation. Last but not least, we will do the promotions regarding our product to people out there because their knowledge about

cutter fruit is limited and maybe one day, tumbler fruit cutter will be a substitute product against other knives.

Next, our company also has a vision which it is our vision to deliver our product strive for customer satisfaction and value for money and our mission is to not only create trendy fruit cutter tumbler, but to help our community to live in healthy lifestyle. We also wanted to expand our business Shah Alam, Johor and Negeri Sembilan. The company sales for the first three years are quite impressive. First year, our forecast is RM 146 880 and has increased 10% the next year. The forecast sale data has proven that our product is accepted by the market mainly by the consumers. The current ratio or ability of company to pay the debts over the next 12 months is 20% and increase 1 % per year. Our company's be able in manage and use efficiency the raw materials in inventory to produce the products also positive and shows projection per year. Our company was desired in improve in terms of organizational structure, product description and specification and project milestone for increment the comparative advantage or the ability of group to carry out a particular economic activity more efficiently than another activity.

The good quality of our product, then healthy and safety of our product was be guarantee and all our manpower was covered by law and any incentives to take their welfare. Therefore, our company has several law or policies in our factory and office to reduce the occupational health risk and hazard in workplace. The example of policy that used in our company is Occupational Safety and Health (OSHA) Act 1994 (act 514), Factory and Machinery Act 1967 (Act 139) and the relevant regulations. Our company also follow the rule of Malaysia's government and regulations that want every of employer to contribute SOCSO and EPF (Employee Provident Fund) for their employees. Partnership members are get the privileged such as medical assistant, holidays and fair wages and it must agree with all members based on partnership agreement.