

**ASSIGNMENT 3  
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**



**UNIVERSITI TEKNOLOGI MARA (UiTM)  
CAWANGAN KEDAH**

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**18 JUNE 2020**

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## EXECUTIVE SUMMARY

GLITTER EXCLUSIVE is my sole proprietorship business. The development of this business began when I had a good commitment and dedication to build a business. Opportunities for the success of Glitter Exclusive exist as the sophistication of technology expands every year. Glitter Exclusive is poised to capitalize on this growth and modest competition in the industry with dedicated and experienced staff, excellent networking, and effective management and marketing.

The main business of Glitter Exclusive is a business that provides painting and renewing roads to places that have low-lit roads. These painting services are different from others because my business provides glow in the dark paint that allows road users to see better in dark roads that do not provide lights especially in rural areas in Malaysia. Gelugor, Penang has been chosen by my company because it is strategically located in central Malaysia and this area is currently located near my business's paint supplier as well as my workers.

This idea of a smart highway was derived from an idea already done by Designer Daan Roosegaarde and Haejmans Infrastructure. This smart highway is an interactive and sustainable road of tomorrow that may able to reduce the usage of electricity in Malaysia.

My objective is to provide a service that is able to ensure the safety of road users living in rural areas that live with minimal or no conventional lighting as my glitter in the dark lines may help them to see better at night. Besides that, glitter is a business that wishes to be the first glitter on the dark road in Malaysia as well as Asia because of the conditions of the roads in Malaysia. I believe that I am able to make a difference in changing and improving the roads I already have.

**1.0 INTRODUCTION**

**1.1 Organization Background**

Name of the business : Glitter Exclusive  
Business address : E-gate, 1-171-04 Lebuh Tunku Mudim 2,  
11900 Gelugor, Penang  
Website / E-mail address : www.instagram.com/glitterexclusive  
Telephone number : 03-705 0822  
Main activity : Road Line Service  
Date of commencement : 22 June 2020  
Date of registration : 08 May 2020

**1.2. Organization Logo**



**MOTTO: “Glowing Your Way”**

I have chosen Glitter Exclusive as my agency’s name. The selection of this name was made after taking a few considerations. It must be able to communicate itself and the services that it offers to the public. Glitter Exclusive resembles the mission and vision where I want to provide customers with the best painting and renewing road line service by providing glitter in the dark road for road users.

I decided to keep the word “Glow” in order to figure out ways to make roads more sustainable and secure using smart technology and road signs. When roadways are more adaptive to driving conditions and weather, interactive technology can be used to communicate with drivers and reduce injuries and accidents.

Since people are used to the words “Light”, I think that it is better for me to keep using that words since it will make it easier for people to recognize my own business and the product that I am trying to service.

**MISSION:** I am participating to provide my customers with the best painting and renewing road line service by providing glitter in the dark road for road users. At the same time, my services are different from other services because it saves electricity and is eco-friendly. I aim to become the first business operation that is able to provide different service for road users that has no road lights available. Glitter also helps to brighten the road and decrease the number of road accidents happening at night especially in rural areas.

**VISION:** Be the world’s most trusted and innovative services in the industry.

**OBJECTIVES:** Glitter Exclusive is the business that is formed to:

- To fulfil the demand of people by providing the service of glitter in the dark road lines to areas that has minimum lights along the roads.
- To ensure the road user are satisfied with the quality service from my business.
- To pioneer in glitter in the dark road pavement in Malaysia as well as Asia that can help improve the standard of living in Malaysia.
- To introduce a modern and cost saving way of road pavement that glitter in the dark at night so that the country can save the extra costs required to pay for the electricity from the road lights
- To ensure the safety of road users living in rural areas with no road lights available.