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**DIPLOMA IN MECHANICAL ENGINEERING (EM110)**

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**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**

**MIX INGREDIENT SKEWER**

**PREPARED FOR:**

**MADAM THAHIRA BIBI BINTI TKM THANGAL**

**PREPARED BY:**

<b>MUHAMMAD DANIAL FAIZ BIN ROSMAN</b>	<b>(2012498414)</b>
<b>MOHAMMAD FITRI AMAR BIN MOHD NAZRI</b>	<b>(2013196397)</b>
<b>ASYRAF BIN ABDUL RAHIM</b>	<b>(2013109425)</b>
<b>MOHAMAD HAFSHAM BIN MAZLAN</b>	<b>(2013561115)</b>
<b>IKMAL HISHAM BIN ZAINOL</b>	<b>(2013485643)</b>

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## EXECUTIVE SUMMARY

Mix Ingredient Skewer is a brand new company that operated in Malaysia. The name stands for our company which manufactures, sells household appliances called as a skewer machine.

As for the business, we are providing an efficient, portable, and user friendly products especially for the Malaysian. Nowadays, people who are preparing meals such as BBQ and Satay usually having a difficult time to prepare the menu especially in large quantity. In addition, when it comes to size, normal skewer machines in the current market is in massive size. So, we decided to make our life easier by inventing a portable, affordable in cost, multifunction and also time efficient product with high quality.

We already have five main workers with each one of them is holding different position and roles. There are the General Manager, Marketing Executive, Administration Executive, Operational Executive and Financial Executive.

After that, our business target market are from many age categories which are adult, senior citizens, cooks and students who cook. As our product is not pricy and it is affordable, so purchasing it will not be a problem.

Besides that, business plan is necessary to all entrepreneurs. This business plan will include every details of marketing, operation, organization, and financial plan.

We positively believed that we will be able to achieve our business target as our business financial position is well planned and well organized. We will get our capital return in a short period of time and will use the full liability which is given to us.