



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



DOTS WEAR



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَسَاتِذِنَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1105B1/5B2

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

DOTS WEAR

PRODUCT NAME

LUMI JACKET

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Assalamualaikum warahmatullahi wabarakatuh.

In the name of Allah the Most Gracious and the Most Merciful.

First of all, we present you with our business plan. We as students are here to express our deepest appreciation to all those who given us the opportunity to complete this task.

We are grateful to Allah because we successfully accomplished our task within the duration given to us. We also want to thank our course lecturer, Madam Thahira Bibi T.K Muthu Koya Thangal for her guidance and support in completing our assignment. This help us finish the assignment before the deadline given.

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EXECUTIVE SUMMARY

This business plan is proposed to complete the assessment that was included in our subject which is Fundamentals of Entrepreneurship (ENT300).

It is a seven man company consisting of a General Manager, Administration Manager, Marketing Manager, Operational Manager, Financial Manager and a Chief Engineer. The business is amounted with RM100 000.00 budget.

It is expected that our business will progress further and become more profitable in the long run. Our product also has more potential to be innovated in the near future, so the demand will increase as well.