



اُنِيْوَرْسِيْٓتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
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FACULTY OF CHEMICAL ENGINEERING

DIPLOMA IN CHEMICAL ENGINEERING

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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

XYPHYRE ENTERPRISE

BUTTER STICK

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TABLE OF CONTENTS

NO	CONTENTS	PAGES
1	LETTER OF SUBMISSION	3-4
2	ACKNOWLEDGEMENT	5-6
3	TABLE OF CONTENT	6-9
4	EXECUTIVE SUMMARY	10-11
5	1 INTRODUCTION 1.1 Name of Business 1.2 Nature of Business 1.3 Industrial Profile 1.4 Location of the Business 1.5 Date of Business Commencement 1.6 Factors in Selecting the Proposed Business 1.7 Future Prospects of the Business	12-14
6	2 PURPOSE	15-16
7	3 BUSINESS BACKGROUND 3.1 Vision and Mission 3.2 Organizational Chart 3.3 Logo and Motto	17-20
8	4 BACKGROUND OF PARTNERSHIP	21-26

EXECUTIVE SUMMARY

Development of Butter Stick in May of 2016 and the first version was released on June 2016 . Our company, Xyphyre Enterprise plans to build a strong market position in the town, due to the partner's industry experience and mild competitive climate in the area . Butter Stick expected to catch interest of housewives, students and other community from various level .It is develop to significantly adequate our work and make trivial work turns out to be so simple and can be done by everyone and everywhere . Xyphyre aims to offer our product at a affordable price to meet the demand of the middle-to higher-income local market area.

Butter Stick will be very helpful to our community due to the size that make it portable, easy to use and easy to keep . The easy way of the usage will make the users' chores become much easier . Other than that, Butter Stick is also made from least oil butter that low in cholesterol and suitable for every level of community .

Xyphyre wants to establish a large regular customer base and will therefore concentrate on business and marketing on local residents , which will be dominant target market . This will establish a consistent revenue base to ensure stability of our fresh new business . In addition students are also targeted to be one of our customers .

Xyphyre expects to gain RM 26, 280.00 for our 3 months of operation. Within this gross sale that Xyphyre achieve our company could get back our earlier modal and gain extras from our profit for our hardworking in those 3 months of business operation.

The management of our team members have strong backgrounds in business management and financing. The general manager was once experienced in business for being an assistant manager of cloth company. As for the administrative manager once experienced of being a human resource head department at a company. Our marketing manager had experienced being a marketing operator of selling products. Meanwhile our operation manager had worked at a food factory at operational department. As our financial manager, she had experienced worked at a bank and experts in accounting and financing stuffs.

1. Introduction

- 1.1. Name of the Business
- 1.2. Nature of Business
- 1.3. Industry Profile
- 1.4. Location of the business
- 1.5. Date of business commencement
- 1.6. Factor in selecting the proposed business
- 1.7. Future prospects of the business

