



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **AUTO TECH ENTERPRISE**

## **SEMI AUTO TRASH CAN COMPACTOR**

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# EXECUTIVE SUMMARY

## **Brief description of the business and product concept**

Auto Tech Enterprise is located at Kuantan. It is a company that focuses on producing and selling technology based products. Auto Tech Enterprise provides high quality products on household appliances. Auto Tech Enterprise provides products that meet the requirements and needs of the customers. It is a sole proprietorship business which is owned by NurAinaMaizanBintiKamaruddin. This is an unincorporated business and has only one shareholder paying personal income tax on profits from the business. The sole proprietorship company owner shall not be excluded from any liability incurred by the organization which means that the owner is responsible for the debts.

The main product is a trash can compactor. We produce a semi automatic trash can compactor based on current technology. The company plans to offer a high quality of trash can compactor at a competitive price. Auto Tech Enterprise has produced a number of innovative trash can compactor designs to distinguish its quality as the only one of its kind and is especially remarkable and exceptional compared to other competitors. To make this even more appealing and interesting, the company wants to make some differences by imagination creation. The trash can compactor is specifically designed to ease the customers to manage their garbage or waste materials at home or office. The uniqueness of this product and the quality of the raw material we use to produce this product will surely attract the consumer to buy it. This trash can compactor has its own benefits and it can reduce many problems especially in the waste management process.

## **The target market and projections**

The target market is for all people especially families, working people and students. The company believes that most people especially every household and working people need this product because the majority of them faced many problems in waste management.

## **The competitive advantages**

It is becoming increasingly difficult to compete with other kitchen appliances companies which provide good quality products in today's highly competitive environment. The company's rivals are East Enterprise and Eco Enterprise. All of these competitors had the same goal and offer with my company, as well as the same replacement for the marketplace for alternative goods. It is therefore very important for my company to recognise every strength and weaknesses of my competitors as regards their political, marketing and specialist strategies. This is to ensure my company is well positioned for all conditions in the business world.

## **The profitability**

Auto Tech Enterprise will make a profit from the extensive selling of trash can compactor in Malaysia. This company uses many strategies to sell this product such as through online sales and at selected stores across Malaysia so that this product can earn more profit. The company also sold this product at a reasonable price so that this product can be bought by many people. The organization is also optimistic that in less than two years, it would achieve first profitability.

## **The management team**

The business requires capital that business owners have contributed from loan and cash capital. The company has formed the management team, which consists of five people, to make the business successful. The team analyzes and executes the company priorities and objectives, and enforces the methods that employees need to achieve success. The company uses a straightforward management structure consisting of the general manager, the