



اَوْنُوْزِ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN ELECTRICAL ENGINEERING +(FKE)

EE111

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

COMPANY NAME: SCIENTEX ENTERPRISE

PROJECT: FRIENDLY SAFETY BRACELET

PREPARED FOR:

MADAM THAHIRA BIBI TKM THANGAL

PREPARED BY:

Wan Ahmad Harishaqimi	2016554115
Muhammad Ali Sufian	2016768839
Muhamad Amirul	2016387287
Muhammad Ridhwan	2016562579
Nukman Hakim	2016763087

ACKNOWLEDGEMENT

First and foremost, all praise to our almighty Creator who gives us a crystal clear mind to brainstorm for an idea for this project. And He is also the one who grants us the endurance and strength mentally to complete our business plan report.

We like to express our gratitude to our ENT300 lecturer in charge, Madam Thahira Bibi Tkm Thangal who guides us passionately through this whole semester in developing an entrepreneur mindset in our mind. Without her, we would also be left completely puzzled to do a business plan.

Then we also like to say our thanks to ourselves, the members of the Scientex Enterprise, for the invaluable idea, the ever-present commitment and the continuous positive attitude in writing the business plan. Kudos to everyone.

Lastly, we also have to acknowledge everyone who might be involved in helping us in completing the report, no matter how trivial it can be. Just a single smile can make a messy person's day worth it.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1 INTRODUCTION

- 1.1 Name of Business
- 1.2 Nature of Business
- 1.3 Industry 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

2 PURPOSE

- 2.1 To evaluate the project viability and growth potential
- 2.2 To apply for loans or financing facilities from the relevant financial institutions
- 2.3 To act as a guideline for the management of the proposed business
- 2.4 To allocate business resources effectively

3 BUSINESS BACKGROUND

- 3.1 Vision and Mission
- 3.2 Organizational Chart
- 3.3 Logo and Motto

4 BACKGROUND OF PARTNERSHIPS

5 LOCATION OF BUSINESS

6 MARKETING PLAN

7 OPERATIONAL PLAN

8 ADMINISTRATION PLAN

9 FINANCIAL PLAN

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

Scientex Enterprise is a brand new company build up from a circle of Electrical & Electronics Engineering Department from Uitm Pasir Gudang, Johor. Scientex comes from the idea that all of us live in the same house in Taman Scientex. Despite all that, we decided to locate our company in Kulim, Kedah.

We have come to notice that working parents in Malaysia are having a problem of insecurities to send off their children to be taken care of by someone else. Therefore, our company tends to create an electronic device mainly but not limited to monitor these children away.

By using the concept of pulse or heartbeat calculation, we believe our product can help those worrying parents to ensure that their beloved children are in safe condition.

However, as we stated above this device is not limited to monitor children only, it can also be used as an additional safety measure for adults, especially in todays' alarming rising crime rate. We like discuss how this product can help the security of adults, especially women later in the description of the product below. Hence, we believe our ideal customer target would be adults and children alike.

We believe that there is a market for our product due to the fact that smart watches have been produced exponentially by different makers. It just shows that having an electronic device at your own wrist is not troubling at all. Humans have been wearing watches since a hundred years ago. So a safety conducting product just on a wrist logically will have its own market in our opinion.

We acknowledge that we have seen some companies been building a product with some sort of our product idea. However, those ready-made products are found to be only able to discover the wearer's location via GPS. We believe this feature is only useful in searching for a lost child, for example. How about the poor children who have been misconducted by their guardian, or the adults that are in danger? Their problems will not be solved by these existing product we fear.

Scientex Enterprise, which are founded by fellows of engineering background have also formed a formidable management team inside the company. These diligent and ingenious minds will definitely drive our company to success. We seeks to achieve being the number one human safety company in Malaysia.