



اَوْنَبُوْرَسِيَّتِيْ بِاَتِيْكَوْلُوْغِيْ مِيْاَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF CHEMICAL ENGINEERING  
DIPLOMA IN CHEMICAL ENGINEERING (EH110)

J4EH1101A

FUNDEMENTALS OF ENTREPRENEUR

ENT300

RUMPES ENTREPRISE

FilterGO

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## ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT 300.

This business plan has been completed with the support and cooperation of many people including our classmates. Besides, not to be forgotten our lecturer, Madam Thahira Bibi for her kindness in helping us completing this business plan. She has also gave us so many advices and tips in preparing a business plan. Without them, we would not be able to complete this business plan on time.

There are a lot of challenges and hardships that we have to face such as finding the suppliers. Through these problems, we managed to overcome these difficulties and become more organize and mature in dealing with problems.

This business plan is covered with marketing, administration, organization, financial plan and any of informations needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly in completing this business plan, we are very grateful to them for their efforts, supports and contribution they have shown in our project until we successfully completed our business plan.

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## EXECUTIVE SUMMARY

Rumpes Entreprise is our company's name which had been decided together. Our company produces water filter bottle which is a bottle that is installed with a filter. We offers good quality bottles which is safe for human daily consumption. The main characteristic of the product is that the bottle is installed with a filter and come in a variety of colours. In the future, we will have our business expand to the international level. Our business is in the form of partnership entreprise. The reason why we choose partnership entreprise is we can reduce and distribute the business risks among partners. Each partner will share the burden in case of losses. Our company's strength is capability of our partners to be able to manage the company. Our company's weakness is our company is still new to the market and have to compete with the other companies that have been established for years. Since our product is not available in Malaysia, we can overcome the weaknesses by selling our product because people tends to know more about something new. Our product can be profitable as our target markets are hikers, jungle trekker and people who loves outdoor activities.

## 1. Introduction

### 1.1. *Name of the Business*

Our company name is Rumpes Entreprise. We chose the name Rumpes because its unique pronounciation and we want to make people remember our company's name.

### 1.2. *Nature of Business*

Our company is partnership entreprise that sells bottles. We choose to sell bottles because it's feasibility to get innovative with the designs. Out of all bottles that available in Malaysia, we decided to sell bottles that are filter installed.

### 1.3. *Industry Profile*

Our company sells water filtration bottles which is new innovation to help people have clean water everyday. Water fiters have been introduced during the 19<sup>th</sup> and 20<sup>th</sup> centuries for domestic water production. They were devided into slower sand filters and rapid sand filters. Our company sells bottles that use rapid sand filter which its flowr rate is higher than a slow sand filter. We use advanced technology that is used to make the bottle which is BPA free. Our company focuses on hikers and people who loves outdoor activities.

### 1.4. *Location of the business*

Our company is located at Sierra Perdana, Masai, Johor.

### 1.5. *Date of business commencement*

Our company's date of commencement is 5 December 2018.