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FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

ECO-FRIENDLY ENTERPRISE
ECO LEGO BRICK

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There are a lot of challenges that we have to face such as finding the material supplier and machine and capacity for our project .Through these problems we manage to be more organized and mature in dealing with problems .This business plan covers organization, marketing, operation and training plan with additional information needed by a new entrepreneur as a guide to start tis business.

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EXECUTIVE SUMMARY

Eco-friendly Enterprise is a newfound company that had been formed from 6 persons, a company that focused fully on construction material to help society practice the way of life that emphasizes the importance of the environment. Our main objectives are to become the market leader in distributions of construction materials in Malaysia and as source of reference for bumiputera entrepreneurs in the same field.

Eco-friendly Enterprise was made out of six managers; each of one has their own responsibilities on all parts of the company. Lead by the General Manager, Norshahirul Syazwan bin Hairulnazid; who controlled all the sections with the help of another 5 Managers; Nur Fathiha binti Jaafar (Marketing Manager), Nur Aina Asyikin binti Roslan binti Roslan (Financial Manager), Norvanida binti Mohd Diah and Azza Zuriahti binit Noor Azizan (Operational Manager) and Nur Fatin Nabilla bin Nazri (Administration Manager).

The start-up of our capital is amount RM100, 000 for us to start our business. Each of our partners will contribute RM20, 000 to support financial to avoid any problem occurs and the process went smoothly. To make it more attractive and interesting, we decided to make the brick more lighter and remain the sustainability whether to society, economy and environment. Moreover nowadays, eco-friendly materials are one of the important things to contribute itself to have a friendly perspective towards environment.

We have done some research the demand of our type of product in Malaysia is high and increasing over the time. Furthermore, Malaysia is one of developed country and it quiet busy during daytime. Normally, constructions of building require a lot of labor in charges to complete a project so we introduce a product that can reduce the duration in completing some tasks. Therefore, the workers that need for construction building will be decrease.

Eco-friendly Enterprise intended to spread our wings of influence throughout Malaysia, and will expand our reign to neighboring nation , such as Indonesia, Brunei and Singapore. We also hope to be the leading eco-friendly company on Asia.

1. INTRODUCTION

The Eco Lego Bricks will be established in the middle year of 2017 as to provide our new construction material (bricks) especially people in Johor. We will be operating at No.16, Batu 30, Pengkalan Raja 81500 Pekan Nanas, Pontian, Johor which known due to highly demand in population around about this kind of product so indirectly will able us to ensure that our business will be expand in the future. The area we choose are full of construction base so that we can expand our business.

This eco lego brick is a natural, quality, user and maintenance-friendly product, that is durable during all phases of its life cycle. The eco lego brick is constructed from a mixture of cement, soil and water which is positioned in a special way and pressed manually or mechanically, receiving up to 6 tons of pressure, strongly binding the grain and making the process of kiln burning, which is commonly uses in ordinary clay brick unneeded.

Our product is much more than a simple brick structure that fills a wall with its physical characteristics it provides economic, structural stability, harmony and beauty of fields, making the home becomes a nice, relaxing and safe place. By eliminating the waste typical of this common work while minimizing the time and cost of labor-intensive method, this brick allows the quick and cheap building of houses.

This business was founded and managed by six partners and determined to give a great opportunity to society especially constructor who want to make the building more eco-friendly. Our future plans for this business is to open more branches in Malaysia. Besides that, we also hope that we can get full support from the government and non-government associations.