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MISS GADGET-TECH ENTERPRISE

SERVICE AND REPAIR GADGET

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EXECUTIVE SUMMARY

The business is based on partnership which consists of four members including the important position in company such as General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. The General Manager contribute almost RM 4,400 while other member contribute RM 2,200 for support land and building of our company.

Miss Gadget-Tech is a company which focus on service handphones and laptops. First and foremost, this generation are more interested in using latest technologies. So, we took this opportunity to give our best services for them on repairing their gadgets especially their smartphones.

Furthermore, our company's motto is "Committed to Quality". This motto was chosen because we want to promote and convince our customer that we will provide services as best as we could. We will focus more on our quality so that our customer will be satisfied with our service. Our company is located at No 91. Jalan Rambai 12, Eco Tropics, Kota Masai, 81750 Pasir Gudang, Johor.

In the meantime, we expect that our business will developed more in the future. We will find out a brilliant way of having more customers by making a promotion or discount for them to attract their attention and being a regular customer. In fact, with the modern way and systematically managed, our business has a potential of being a profitable business.

1. INTRODUCTION

1.1 Name of the Business

We choose a direct name which is "Service and Repair Gadgets" to show the way of our business is working. So it is easy for our customers to find our shop. We choose to put "Gadgets" in our business name to inform them that we will repair handphones including smartphones as well as laptops. Furthermore, a simple name like this is necessary for our business to be place in target market.

1.2 Nature of Business

We form our business which is to repair gadget because we are living in technology era. Most of people nowadays cannot live without technology or gadget. We take this opportunity to form a business that all people will interested.

1.3 Industry Profile

This business does not need component from the other countries because we can easily get it in Malaysia. We decide to get the component from Hitectrons Sdn Bhd or MyBotics which is located in Johor. We order for a specific amount of component to use in our shop.