



FACULTY OF CHEMICAL ENGINEERING

DIPLOMA IN CHEMICAL ENGINEERING (EH1101D)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

Slimy Bhd.

PRODUCT NAME

Slimy Cleaning Borax

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-The General Manager of Slimy Bhd

Zarif Luqmani

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EXECUTIVE SUMMARY

We first began our as a way to profit from our passion and provide others with a safe, easy and economical and friendly cleaning material that may revolutionized cleaning method. Our cleaning materials which is the slimy cleaning borax has grown quite substantially from these early beginning, We are proud of our cleaning product business we have created, and we are looking forward to its continuing growth in the future We feel that the lessons we have learned from the cleaning product business will serve us well as well as it serve our customer. The cleaning industry features a great deal of opportunity but some unique challenges as well .We feel that our company is uniquely positioned to profit from changes in the industry, and we feel that our company can continue to leverage the expertise we have gained into higher levels of profit and customer satisfaction.

1. Introduction

Our business is Slimy Bhd. This is because our company produce and supply the cleaning material that have a slimy characteristic for customer that need our product for their cleaning process. Our company is a new organization that try to enter the market. Our business site is at Jalan Masai Lama, Bandar Baru Seri Alam, 81750 Masai, Johor. Our business will be commenced on 1st June 2017. We get the inspiration to start this business as we saw people facing problem in cleaning process. So we want to take initiative and grab this chance to ease cleaning process in crevices and narrow spaces. Last but not least, we hope that we will be capable to enter the market in global industry and expand to the all countries.