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MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

YUME ENTERPRISE

DIRTBUSTER56

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EXECUTIVE SUMMARY

YUME Enterprise is a new company that operated in Malaysia. It is the first company that being managed by Bumiputera. The name of this company is come out from the imagination by the partnerships members. It shows that we positioning our products in customer's mind until they can be remembering our company's name, simple and easy to pronounce.

Entrepreneurship is a process innovation and new venture creation through four dimensions which includes individuals, organization, environment and institution. Entrepreneurs are individual who actively form are lead their own business nurture them for a growth and prosperity. In order to form a business, there are quiet numbers of phase that should be understood and develops by entrepreneur.

Besides, this business is based on partnerships where it consists of six members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, Assistant Operational Manager and Financial Manager.

As for the business we are providing a newly invented technology which is Automatic Cleaning Window Expert. As we go thru with technology grow so our surveying that we are going to provide this machine to the entire nations so that this technology can be used by all people in this country.

After that, we have a long term target of expanding our business as to have many branches throughout Malaysia. Besides that, we are determined to make a strong impact in this industry and hope to slowly regain the trusts of the customers so that we will be able to dominate the market and establish our company brand to be as strong as possible

We are starting this business with a total six workers which is the manager of general, administration, marketing, financial, assistant operational and operational. Then our market target customer would be all shopping complex and glass building in entire country. This product will be affordable and useful to cleaning efficiency.