



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **INGENIOUS.LY SDN. BHD.**

Faculty : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES  
Program : BACHELOR OF SCIENCE (HONS.) STATISTICS  
Program Code : CS241  
Course : TECHNOLOGY ENTREPRENEURSHIP  
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## 1.0 EXECUTIVE SUMMARY

### 1.1 Company Background

#### 1.1.1 Company profile

Name of the Company	Ingenious.ly Sdn. Bhd.
Shop Address	Lot 520, Ingenious.ly Sdn. Bhd., Sungai Kob, 09700 Karangan, Kedah.
Website	<a href="http://www.ingeniously.com.my">www.ingeniously.com.my</a>
Telephone Number	017-5159507
Fax Number	09-5552223
Form of Business	Sole Proprietorship
Main activity	Honey Sleek Pump
Date of commencement	10 <sup>st</sup> July 2020
Date of Business Registration	20 <sup>th</sup> July 2020
Name of Bank	Maybank
Bank Account Number	183000452102

#### 1.1.2 Company Logo



Figure 1.1: Logo Ingenious.ly Sdn. Bhd.

#### 1.1.3 Company Vision

Ingenious.ly Sdn. Bhd. is a new company that wants to be worldwide as a company that innovate the technology for the bee industry in agriculture.

#### 1.1.4 Company Mission

- To improve the function of the product.
- To offer the customer high quality of product with an affordable price.
- To design and innovate new product that have high technologies.
- Support the small-scale bee keepers.
- To facilitate the correct pumping solutions through experience, innovation and integrity.

#### 1.1.5 Objective

- To produce the multifunction product that will solve the bee industry problems.
- To gain profit for company and generate economic growth to the country.
- To promote a profitable product that meets the bee keepers needs.

#### 1.1.6 Business Operation

Saturday - Thursday: 10.00 am -10.00 pm

#### 1.1.7 Location

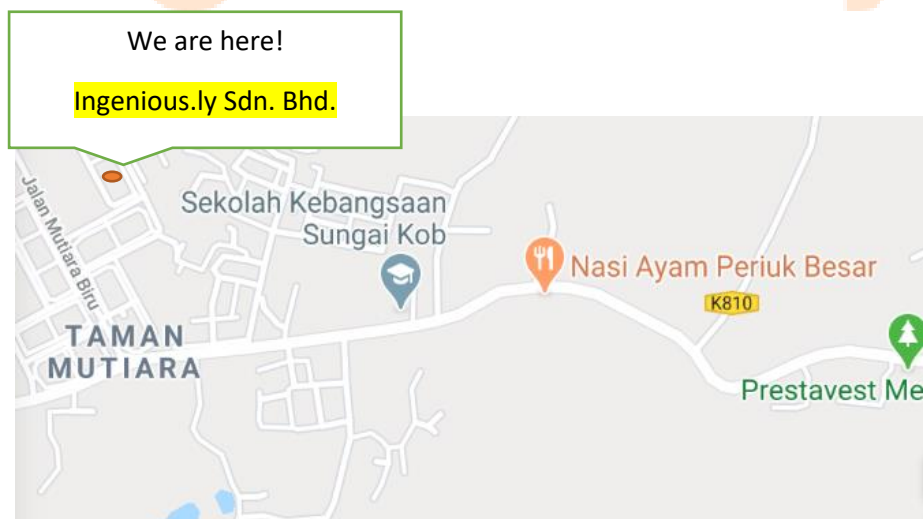


Figure 1.2: Map of Ingenious.ly Sdn. Bhd.