



"We Are The Key To The Safety"



اوتنو سیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300
BUSINESS PLAN
EXCELSIOR MAGNETIC BUMPER CO.

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Save All The Way To The Safe

EXECUTIVE SUMMARY

This business plan is a guide and a roadmap for our business that outline goals and details how our plan to achieve those goals. This business plan contains of our administration, operation, marketing and financial plan that will help us in managing our business which is Excelsior Magnetic Bumper Co.

Further investigation reveals that accidents usually happen in traffic jam. The reason is, the drivers becoming frustrated and will not concentrate in driving. This will cause collision between the front car and the back car. This factor is the major causes of the increased road accidents.

Magnetic bumper is a product that will reduce the accidents during traffic jam by repelling the two cars. By using this product, the magnet is fabricated customize in the bumper so that no collision will occurs. Therefore, the statistic of road accidents can be reduced.



1. Introduction

Excelsior Magnetic Bumper Co. is a partnership business by five partners that was formed on 1 December 2015 which produce a magnetic bumper and also make services for installing the magnetic bumper to all cars.

Excelsior Magnetic Bumper Co. has a double-storey shop house in Taman Scientex, Pasir Gudang, Johor with a workshop at the ground floor and an office at the first floor. This place is a very strategic place for build a workshop because there are many cars that using the highways opposite our workshop and near to residential areas.

The main reason we created this product is because too many accidents happened nowadays especially during festival days. Therefore, this product will help reduce in accidents.

The magnetic bumper will change the future in reducing accidents if everyone using this product, so we encourage everyone to change their bumper into our bumper. Hereby, we will able to establish our business and trying to get an opportunity to expand our business.