



اَوْنِيْتِي تِي كَوْنُو كِيْن مَارَا
UNIVERSITI
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MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

J4EC1102B

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

NAZ WALLPAPER PRODUCTIONS

WALLPAPER TILES

WALLPAPER

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EXECUTIVE SUMMARY

NAZ Wallpaper is a new company operated in Malaysia and managed by bumiputera. The name of this company comes out from the nickname of all of our company members. It shows that how we positioning our products in customers mind until they can remembering our company's name, simple and easy to pronounce.

As for the business, we are providing a wallpaper which is flexible and can be used as tiles. As we can see nowadays, wallpapers commonly use for decorating the walls. So, our company took a decision to create a wallpaper that not only for the walls but for the tiles.

We are starting the business with the total capital from each partners are RM 60,000.00 which the total are RM 180,000.00. the company consists of the General Manager, Administration Manager, Marketing Manager, Financial Manager and Operating Manager.

Our target market comes from person who loves to decorate their house. We also believe that our company will be able to achieve our business goal with our financial position statement. We will recover our modal within a couple months and our current ratio will covers our lialibilities and put our business at finest with the highest.

1. Introduction

1.1. Name of the Business

NAZ Wallpaper

1.2. Nature of Business

Manufacture of wallpaper tiles

1.3. Industry Profile

Interior

1.4. Location of the business

5/1, Jalan Cendana 8, Taman Cendana, 81700 Pasir Gudang, Johor.

1.5. Date of business commencement

5 October 2017

1.6. Factor in selecting the proposed business

- **Tiles that are used currently in buildings are consistent and boring**
- **Competition between corporate which produce the same industry**

1.7. Future prospects of the business

- **Help create a new vision in tiles selection in buildings**
- **Ensure to be a revolutionary business market amongst competitors and other types of business**