



إِنَّمَا نَحْنُ بِنَاءٌ لِّمَنْ بِنَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)



HASSI ENTERPRISE

Your Satisfaction, Our Priority

AUTOMATIC IRON

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TABLE OF CONTENTS

TITLE	PAGE
LETTER OF SUBMISSION	-
ACKNOWLEDGEMENT	-
TABLE OF CONTENT	-
EXECUTIVE SUMMARY	1
1 INTRODUCTION	2
2 PURPOSE	3
3 BUSINESS BACKGROUND	
3.1 Vision and Mission	
3.2 Organizational Chart	4-6
3.3 Logo and Motto	
4 BACKGROUND OF PARTNERSHIPS	7-12
5 LOCATION OF BUSINESS	13-14
6 ADMINISTRATION PLAN	15-19
7 MARKETING PLAN	20-30
8 OPERATIONAL PLAN	31-44
9 FINANCIAL PLAN	45-59
10 PARTNERSHIP AGREEMENT	60-61
11 CONCLUSION	62
12 APPENDICES	-

EXECUTIVE SUMMARY

HASSI Enterprise is a new company that operated in Malaysia. The name of this company was the combination of all the director initial words. The name was easy to pronounce and remember so that the customer of this company can easily remember it.

As for the business, we are innovating a product which is to make people's life easier. This product is an automatic iron. As we move forward towards the future, technology grows and becomes much better. Providing this machine will give a lot of advantages for its consumer as it can make their daily chores much easier to be completed. We are going to provide this machine to the entire nation so that this technology can be used by all people in this country.

This product will include a special programmed computer chip then we control the temperature of the iron and also prevent the iron from damaging the clothes. The user will put the clothes onto the table and set the type of clothes they want to iron. When the user presses the 'start' button, the iron will automatically iron the shirt. One piece of cloth will take approximately 30 seconds to be ironed.

We are starting this business with a total of 6 workers which are the general manager, administration manager, financial manager, operational manager and his assistant and also a marketing manager.

Our market target customer would be all laundry shop owners in the entire country. This product will be affordable and very useful for them to run their laundry shop more efficiently.

INTRODUCTION

1. Introduction

<i>Name of the Company</i>	<i>HASSI Enterprise</i>
<i>Nature of Business</i>	<i>Manufacturer</i>
<i>Industry Profile</i>	<i>Machine Manufacturing</i>
<i>Location of the Business</i>	15, Jalan Tahana, Kawasan Perindustrian Tampoi, 81200 Johor Bahru, Johor.
<i>Date of Business Commencement</i>	<i>14 July 2016</i>
<i>Factor in selecting of the proposed business</i>	<ul style="list-style-type: none"> - <i>Lack of worker at laundry shop</i> - <i>There is limited time for laundry shop owner to complete their order</i> - <i>It will reduce the time taken for laundry shop owner to complete their order</i>
<i>Future prospects of the business</i>	<ul style="list-style-type: none"> - <i>This machine will be used widely in entire nation</i> - <i>To be one of the leading company that found and create this technology</i> - <i>To meet the customer satisfaction</i>