



اوتبورسيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN



NOURISH & LIFT ENTERPRISE
“HIGH MOBILITY WHEELCHAIR”

FACULTY OF ELECTRICAL ENGINEERING
(PART 4)

PREPARED BY

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Through these problems we manage to become more organize and mature in dealing with the problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

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EXECUTIVE SUMMARY

Nourish & Lift Enterprise offers wheelchair products and services for customers, providing the variety wheelchair that gives high satisfaction of consumer.

Our client is customers identifying as middle and low class who want consume product with affordable price of product. We also targeting busiest workers because we have delivery services of our product to customer home. Nourish & Lift Enterprise offers a variety of wheelchair that give customers option to buy the wheelchair based on their requirement.

Across Johor and Johor Bahru particularly the Nourish & Lift Enterprise business has seen an explosion of growth over the year. Johor Bahru is an area that we think the most suitable place to run our business. While there are currently three business like us in Johor Bahru, but only our business that have special delivery and rent service.

Nourish & Lift Enterprise marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Johor Bahru very low income and poor family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management Nourish & Lift Enterprise consists of 5 lead workers which is Nik Aiman, Akhmal Daniel, Zairiel Ikhwann, Muhamad Qamel and Nur Athirah. Our workers have extensive experience in finance, businesses, sales and accounting. This four partners will be take role responsibilities together instead different duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. This loving Wheelchair shop Nourish & Lift Enterprise will provide is sure to appeal to customers throughout the Johor especially Johor Bahru area.