



اُنِيُوْ سِيْتِيْ بِيْ تِيْ كُوْ لُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN MICROBIOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**EZ PZ COMPANY**

**DUO BEDSHEET**

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Finally, we would like to show our gratitude to whoever directly or indirectly involved along the way of our Business Plan report.

Thank you.

## **EXECUTIVE SUMMARY**

EZ PZ Company offers bedding product and service to customers. With three different sizes (single, queen & king) and varieties of patterns with vibrant colours of bed sheet, our product would also provide satisfaction to customer. Our product is innovated by combining bed sheet with blanket known as “Duo Bedsheet” which make it easier to tidy and time saving.

Our clients are mainly targeted to middle class who want easily managed, neat and time-saving beddings. We also targeted on career person and students that required making up their bed after waking up in nick-of-time. Duo Bedsheet offers a satisfaction of organised and tidy beddings towards customers especially when they are back from work or classes, looking at their tidy bed will at least release their stress and have a comfortable sleeping experience with our product.

The management of EZ PZ Company consist of 5 lead workers which are Nursyamila, Iffah, Azrin ,Fatin and Izzaty. Our workers have extensive experience on finance,business, sales and accounting. Five partners will take role of their responsibilities together regardless portfolio of partner in order to run our business successfully.

We had proactively built our brands through social networking, newspaper, public events, and also advertising. This customer-friendly factory that manufactured by EZ PZ Company will appeal customers throughout Negeri Sembilan of which our innovative yet affordable bedding components.

## 1.0 INTRODUCTION

### 1.1 Name of the business

Our company's name is EZ PZ Company. The word "EZ PZ" is abbreviation and alternation from easy with catchy rhythm words continued behind it. EZ PZ also emphasize that our product is easy to use with innovative features added. Our bed sheet product name is Duo Bedsheet which the word "duo" is the combination of two different bedding components into one. We combined bed sheet along with blanket for easy use and time saving while tidying it up.

### 1.2 Nature of Business

Our main activity is manufacturing bed sheets. We make three different size of bed sheet to suit our customers' demands that come from many lifestyle backgrounds. Our company not only manufactures bed sheets but also distribute and offers delivery service to our customer upon request.

### 1.3 Name of Partners

This business is founded by five partners. They are Miss Nursyamila Binti Mohd Noordin as General Manager, Miss Nur Iffah Bt Rosani as Administrative Manager, Miss Nurul Azrin Bt Rahazi as Financial Manager, Miss Fatin Aina Aqilah Bt Hamzah as Marketing Manager and Mrs Nurul Izzaty Bt Norazlan as Operational Manager.

### 1.4 Location of Business

Our headquarters (HQ) Our headquarters (HQ) located at 88a, Jalan Dato Undang, 72000 Kuala Pilah, Negeri Sembilan, Malaysia, is at a strategic place whereby many shops and main road where it is easily noticed by potential customers to come in buying products.) located at 88a, Jalan Dato Undang, 72000 Kuala Pilah, Negeri Sembilan, Malaysia, is at a strategic place whereby many shops and main road where it is easily noticed by potential customers to come in buying products.