



**UNIVERSITI TEKNOLOGI MARA**

**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

**LA' FILTER ENTERPRISE**

**PREPARED BY:**

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## INTRODUCTION

LA' FILTER sdn.bhd is an enterprise that includes design, manufacture and market department. Strictly conformed to the international standard and based on the introduction of the advanced technology, varieties of all series excellent elements enclosures and standard filters have been developed.

We are a development and manufacturing organization producing straw filters and bottles to purify the drinking water. The founders of our company have a combined years of experience and are uniquely equipped to provide innovative solutions to industry problems. The company was founded in 2006. Over these years, the company has earned a reputation that has a unique combination of quality, value, trust and reliability. Our company is located in Nilai, Negeri Sembilan.

We striving for the perfect service to completely show our corporate image and product brand. Since the establishment of our company, we uphold the electrical appliance industry as the leading factor to adapt to the rapid progress of technology and the requirements of customers. Our products aim to the public, students and hikers.



**LA' FILTER**  
clarity in every drops

Facing the progress of electrical technology and the development of market company, we aim to set up the international famous brand. Based on the ideas of people-oriented, we making an effort to strengthen the construction. With the development of complete market and product system, the excellent products quality and well service can guarantee the competitiveness for our customers and provide the best value of products and customer service.