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**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**VISION TECH ENTERPRISE**

**ECO PORTABLE CHARGER**

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## EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Vision Tech Enterprise is a company which focuses on technology product in Malaysia. The product we are design is the Eco Portable Charger. Most electronic devices run on battery and sometimes one can barely find the time to recharge them. For people who enjoy an active lifestyle, they will find it difficult to keep their entertainment device charged while they are On- The-Go. Therefore the objectives of this product are to produce a device that converts human body motion into electrical energy and to create a working prototype to charge an entertainment device such as MP3 player. The device created can remedy the situation whereby no one will have to wait around to recharge their iPods and smart phones.

In this era of technological advancement, most people can hardly leave behind their electronic or entertainment devices such as MP3, mobile phone and tablets while they are performing their daily routine. In fact, some people even bring along their devices at all time with them. However, all of these portable electronic gadgets actually operate on batteries and once their batteries runs out, the users are required to attach these devices to a other power source to recharge them. In accordance to the development of green technology, many researchers have been trying to utilize the renewable energy as a power source for the portable gadgets.

## 1. Introduction

Vision Tech Enterprise is a business that provides product manufacturing specializes in eco portable charger to charge mp3 and cell phone that will be establish in early 2016. Due to high potential and population of people especially students, this business will be located at Level 1-2, Lorong 2, Pusat Bertam Perdana, 13200 Kepala Batas, Pulau Pinang is our exact address. Pusat Bertam Perdana is strategic place where near to the residential area, shopping complex, educational institute and schools. So, we could see there is a bright opportunity for this business to penetrate into the market there and give high return. Vision tech Enterprise is founded and managed by six (6) people. These six partners will then further explain in partner's background section.

Our daily operation is decided to be longer than other manufacturer shops. We operate for 8 hours a day so that we are able to produce our target product daily on time and work more efficient. There are many strategies that we have planned to increase our sales as will be mention in the Marketing Manager. From time to time, we will find new strategies to attract more customers and making them loyal customers.

### *1.1. Name of the Business*

Selecting a name for our new business is not easy. A name does more than identify our company. It tells customers who we are, what we do and more than a little about how we do it. Our name differentiates us from our peers, peaks customer interest and invites further investigation.

Vision Tech Enterprise is a name that represents our business identity. The name represents the way our business is working and the quality of our business in the future.

We have decided to name our business with "VISION TECH ENTERPRISE" which the term 'VISION' itself represent that we're always looking forward and beyond boundaries in our design in term of technology, functionality and other aspects.

Then it followed by the word 'TECH' which refer to technology that is new and fresh ideas that brings benefit to the environment, peoples and the global world. A simple name like Vision Tech Enterprise is necessary for positioning our brand or business in the target market.