



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1102G

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

HAMMER HEAD HARDWARE ENTERPRISE

HARDWARE TOOLS

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EXECUTIVE SUMMARY

Hammer Head Hardware Enterprise is a company that operated in Malaysia. It is the first company that being managed by bumiputera. The name of this company is come out from the imagination among partnership members. It shows that how we positioning our products in customer's mind until they can remember our company's name, which is simple, easy to pronounce and understand. We also used strategic place in Bandar Seri Alam which is new town but has many populations and facilities.

Our main purpose to build this hardware store is to make our hardware store a well-known brand in Johor for a few years later. Which means that, the entire people of Johor will recognize us because of our qualities which include aspect of best price, quality of products and our good hospitality.

We know that every partnership members has their own responsible to make this organization business a success. Our members, Fatin Nursyaqirah bt Kasman as General Manager will guide us which are Administrative Manager Jazmina Bt Saharudin, Marketing Manager, Layla Salikin bt Che Rosmin , Operation Manager, Wan Nurul Anahua bt Wan Izham, Financial Manager, Suhaila bt Naşim are united for the enhancement of our business. Every manager has their own skills and ability which can make our works smoother and perfect.