



UNIVERSITI
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MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN CIVIL ENGINEERING (EC110)

J4EC1102F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

STYRO ENTERPRISE

STYRONOMO

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Our team accepted the challenge and overcome all the hardships that we went through during this project. Because of this project, we gain a lot of new knowledge from this subject. We also can improve our abilities in this business.

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TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1 INTRODUCTION

- 1.1 Name of Business
- 1.2 Nature of Business
- 1.3 Industry Profile
- 1.4 Location of the Business
- 1.5 Date of Business Commencement
- 1.6 Factors in Selecting the Proposed Business
- 1.7 Future Prospects of the Business

2 PURPOSE

- 2.1 To evaluate the project viability and growth potential
- 2.2 To apply for loans or financing facilities from the relevant financial institutions
- 2.3 To act as a guideline for the management of the proposed business
- 2.4 To allocate business resources effectively

3 BUSINESS BACKGROUND

- 3.1 Vision and Mission
- 3.2 Organizational Chart
- 3.3 Logo and Motto

4 BACKGROUND OF PARTNERSHIPS

- 4.1 General Manager
- 4.2 Administration Manager
- 4.3 Marketing Manager
- 4.4 Operational Manager
- 4.5 Financial Manager

5 LOCATION OF BUSINESS

- 5.1 Physical location of the business
- 5.2 Building
- 5.3 Basic amenities

6 MARKETING PLAN

- 6.1 Marketing Objectives
- 6.2 Description of products
- 6.3 Target market
- 6.4 Market size
- 6.5 Competitors
- 6.6 Market share
- 6.7 Sales forecast
- 6.8 Market strategy
- 6.9 Organizational chart
- 6.10 Manpower planning
- 6.11 Schedule of task and responsibilities
- 6.12 Schedule of remuneration
- 6.13 Marketing budget

EXECUTIVE SUMMARY

Styro Enterprise is a new company that operated in Malaysia. This business is based on partnership where it consist of 6 members which will have important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100000.00 where the contributions are from each member.

As for the business, we are producing a multi-purpose product which consist of glue and shellac for Malaysian. People nowadays want something that is simple, easy to use and can act effectively but also comes at a reasonable price. Our product comes in convenient packaging form to reduce the manufacturing cost, market price and also ready and easy to use.

Through our long term research and observation, we had planned to set up this business because we can see wider prospect of this sector in the future. Apart from that, we have observed that there are a few competitors that involves in this business. Moreover, our product is very unique as it have multi-purpose function. So, we take these opportunities to expand our business because we are qualified with skills.

Since our company is listed as a new company in the market, we must consider many aspect so that our company is able to compete in the market among our competitors. Based on the objective above, Styro Enterprise has the potential of being a profitable business if it is done in large scale and systematically.

In conclusion, we hope that our company will be well-known and be able to provide better product in the future. We believe that the demand of multi-purpose products such as ours will increase in the future as clients would be very delighted that one product has many uses.