



اُنِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN MECHANICAL ENGINEERING (EM110)**

**EM1105C**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME : DRY - IT ENTERPRISE**

**PRODUCT NAME : PORTABLE CLOTH DRYER**

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## EXECUTIVE SUMMARY

This business is based on partnership where a consist of five (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operation Manager and Finance Manager. The business capital is amounted to RM 99,361 where the total contribution of each partners

Dry-It Enterprise is located at strategic industrial area with address Jalan Penaga 7, Taman Perindustrian Kota Puteri, 81750 Masai, Johor.

Dry-It Enterprise is a company which focuses on mechanical engineering contractor in Malaysia. BME is specialist in boiler and unfired pressure vessel maintenance (machinery) where 95% of the factory and plant industries in Malaysia using boiler and unfired pressure vessel for their production. We highly confident that our market can easily developed spread because all that's machineries must be registered with local authority i.e Department of Occupational Safety and Health (DOSH) under the act, Factory Machinery Act 1967 (FMA67). The owner of machinery shall do periodic maintenance for every 15 month to renew the machinery certificate of fitness (CF)

With each partners had a good network and direct contact to customers where close friends and relatives worked there and good demand of the maintenance work to that machinery, we believe our business will be thrive and become a part of the leading player in this industries. This will realized by the full cooperation and efforts among the partners to promote and develop company

Based on the objectives above, we are venturing into boiler and pressure vessel industries. The maintenance work has the potential of being a profitable business if it is done in large scale and systematically managed

We will expect that our business will become more developed in future because with technical knowledge, experienced and skilled in maintenance work, we can serve good service and advising technical issues to customers