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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4 EM110 6 J

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

GREEN T ENERGY

MICRO HYDRO ELECTRIC TURBINE

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ACKNOWLEDGEMENT

Assalamualaikum, firstly, we would like to thank the creator, Allah SWT because, thanks to Him, our group project is a success. We are also greatly indebted to our lecturer and advisor, Madam Noranita Abdamia and Sir Mohamad Amran bin Hasbullah who always guide us whenever we are in need and give us her thought and opinions on how we can improve our project, in terms of the business aspect, based on their knowledge and past experiences.

Furthermore, we would also like to show our gratitude to the group members of Green T Energy for their time and effort to make this project a success that it is. Without them this project might not have been completed.

We also would like to thank our family for their supports, thoughts, and prayers throughout the duration of this project. They also help us a lot financially and have helped keeping us motivated, and that has helped us to finish this project with ease.

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EXECUTIVE SUMMARY

Green T Energy is a partnership business that specializes in the production of micro-hydro-electric generator. We offer a high quality product to a wide variety of customers who are interested in generating a low emission, low cost, and low pollution energy. We have named our business Green T Energy simply because, the generation of this “green energy” uses a turbine, hence the reason for the letter “T”.

Our objective is to promote a greener, cleaner and more environmentally friendly way of generating energy. We hope to expand our business nationwide, by having at least a branch in every state. By doing this the price can be more reasonable, and we are able to promote our product to a wider range of customers. By doing this, we are able to see an increase in our total revenue.

Green T Energy is targeting a large market size which consists of electronic retailer, schools, universities, and outdoor activists. The market for green and renewable energy is ever expanding due to a green movement which has gained a lot of followers. Thus, making our product in vogue. Most of our competitors do have turbines, but they are mostly powered by fossil fuel.

Our product’s strength is that it is a very eco-friendly and affordable way to produce energy. It is also reasonably priced as well as portable. However, it is still in its early stage, therefore may not be as efficient as the other product of this nature. Most of the camping essentials provider do not sell any type of generator as it is too big and not portable. By having this indirect competitor, the micro-hydro-electric generator would be a wanted item amongst campers, hikers and outdoor activists nationwide.

The micro-hydro-electric generator is made for a sole purpose of using water in order to generate electricity while being light and portable. The key feature of this product are its portability, reasonable prices, little-to-no harmful emissions and low operating cost. Our company plans on distributing it to electronic retailers as one of our distributing channels with the price of RM600. We plan to promote our business by using signboards, banners, online advertisements and flyers.

1.0 INTRODUCTION

1.1. Name of business.

Our business is named "Green T Energy". The name basically shows the potential clients what we are promoting, which is a turbine operated, micro-hydro-electric generator powered by water.

1.2. Nature of business.

Our business, Green T Energy, is a business enterprise, which consists of five partners. All of them have contributed a sum of money in order to kick start the business.

1.3. Industry profile.

Our profile is that we are a production industry which specializes in making portable micro-hydro-electric generator.

1.4. Location of business.

The Green T Energy company will operate from Kristal Klang Commercial Centre, Klang, 42100, Selangor.

1.5 Date of business commencement.

Our business will commence on the 1st of January 2017.