



اوتنوالتكنوالتقني
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MARA

FACULTY OF ELECTRICAL ENGINEERING

DIPLOMA IN ELECTRICAL ENGINEERING (POWER)

(EE112)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

G-TECH ENTERPRISE

PREPARED FOR

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

The 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, Marketing Assistant Manager, Operational Manager and Financial Manager. This business capital is amounted to RM23,935.00 where the total contribution of each member is RM3,916.00 .

Handphones are a must gadget that everyone must owned it to complete their daily task . A charger is an important thing to handphones as we charged the phone using charger so the phone can be used after it is fully charged . In this modern era , almost everyone owned handphones and this is the best marketing to sell a convenient charger to handphone users

G-Tech Enterprise is a company that specialized in making charger . As time goes by , we are creating a charger that will easier any handphone users .We provides a wireless charger or can be called a portable charger which is designed to make a convenient use to users . The specialties of this charger is that a person no need to wait for the phone to fully charged at one place . User can be away from the charger for about 5 feet distance which is why this charger is portable as you can go anywhere you want while charging your phone and do your chores easily . Besides , this wireless charger are children friendly as we coated our charger with non harmful materials

The products produced are safe and get approval from SIRIM as electronic devices must have a SIRIM certification to confirm that the device is safe to use . Without doubt , we guarantee our customers that this wireless charger has the best protection and user friendly . Thus , that what makes this wireless charger a must device that every handphone users must have .

1. Introduction

1.1. Name of the Business

The business name for G-Tech Enterprise is wireless charger which we created a special portable charger that means consumers do not have to stick to one place while charging the phones. Consumers will be able to charge their phones in 5 feet distance. This device will help consumers to move freely without waiting for their phones to fully charged. Nature of the business is electrical appliance which we designed our very own electronics inside the charger adapter to able the phones to receive signal from the adapter so it can be charged without wire needed. We specially had SIRIM certificate so consumers do not need to worry about the safety of the device

1.2. Nature of Business

Nature of the business is electrical appliance which we designed our very own electronics inside the charger adapter to able the phones to receive signal from the adapter so it can be charged without wire needed. We specially had SIRIM certificate so consumers do not need to worry about the safety of the device.

1.3. Industry Profile

Global wireless charging market size is forecasted to reach 37.2 billion by 2022 at Malaysia as most of people nowadays is using mobile phone for their daily life routines . This is because wireless charger provides multiple efficient , cost-effective and safety advantages over traditional charging system . Wireless charging maintains continuous transfer of power to ensure all varieties of devices. The growth in demand for wireless charging technology in industries such as electronics industrial , healthcare , and others is anticipated to drive the growth of the market .