



اَوَّلُ مَا يَنْبَغِي فِي تَعْلِيمِكُمْ وَتَرْبِيَتِكُمْ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

Pe

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1106I

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

STEP UP CORPORATION

PORTABLE LADDER

PREPARED FOR:

SUHANA MOHAMED

NORANITA ABDAMIA

PREPARED BY:

AIMAN HANIFI BIN RADZUAN

2013841746

AFIQ BIN ZULKIFFLEE

2013281122

MUHAMMAD FARIS BIN MOHD SHARUDIN

2013268106

MUHAMMAD MAJIDI BIN SHAHRUN NIZAM

2013245434

MUHAMMAD MUAZ BIN ABDUL HADI

2013697748

ACKNOWLEDGEMENT

It is a genuine pleasure to express my deep sense of thanks and appreciation to my fundamentals of entrepreneurship lecturer, **Mdm. Suhana Mohamed** and **Madam Noranita Abdamia** as an our tutorial lecturer. Their dedication and keen interest above all their overwhelming attitude to help their students had been solely and mainly responsible for completing our business plan proposal. Thank you for spending your times with us to give some advice, information and guide us to accomplish this business plan proposal.

Thank you also to our supervisor **Mr. Matzaini Bin Katon**, from Faculty of Mechanical Engineering for his keen interest on us at every stage of our research. His prompt suggestions, timely suggestions with kindness and advice give us opportunity to complete our business plan proposal.

Special thanks to every group members of Step Up Corporation that successfully play their main role and responsibilities and contribute in every meeting and discussion in order to finish and accomplish this business proposal project.

TABLE OF CONTENTS

	Content	Page
I.	Letter Of Submission	i
II.	Acknowledgement	ii
III.	Table Of Content	iii
IV.	Executive Summary	iv
1.	INTRODUCTION	1
2.	PURPOSE	3
3.	BUSINESS BACKGROUND	5
	3.1 Vision and Mission	6
	3.1 Organizational Chart	7
	3.2 Logo and Motto	8
4.	BACKGROUND OF PARTNERSHIPS	9
5.	LOCATION OF BUSINESS	15
6.	MARKETING PLAN	17
7.	OPERATIONAL PLAN	32
8.	ADMINSTRATION PLAN	50
9.	FINANCIAL PLAN	58
10.	CONCLUSION	81
11.	APPENDICES	82
12.	PARTNERSHIP AGREEMENT	89
13.	REFERENCES	90

EXECUTIVE SUMMARY

Step Up Corporation is the company that manage the business of production of portable ladder . Our portable ladder is different with the ladder available at the market. Our products made by us are using suitable material comply with the standards. Actually, this portable ladder has two function where it can be a chair and a ladder.

The portable ladder is a quality products because we make the portable ladder by choosing suitable and best material. Thus, the ladder can withstand heavy load and long lasting. The materials selection also important because it is need to avoid from corrosion.

Step Up corporation was established on December 2015 and we re to continue our service in manufacturing , producing and selling the best quality of portable ladder. This business is in the form of partnership form consisting of five core members who act as General Manager , Marketing Manager , Operation Manager and Financial Manager. Our office is located at Jalan Batu Geliga, Taman Melewar, Batu Caves, Selangor while our warehouse is located at Jalan Danau Niaga, Setapak, Kuala Lumpur. It is a very popular place and very strategic for our business to prosper.

Hence in order to meet and promote customer's requirements , we took the initiative to take up the challenge to compete with well known entrepreneurs in the global market. This will be done through the learning process and increase the business knowledge via formally . In the future, we would to expand our business throughout the world and give the best service to our customers.

1. Introduction

1.1. Name of the Business : Step Up Corporation

1.2. Nature of Business : Partnership

1.3. Industry Profile : Produce Portable ladder

1.4. Location of the business : Jalan Danau Niaga, Setapak, 53300,

Kuala Lumpur.

1.5. Date of business commencement : 2nd December 2015

1.6. Factor in selecting the proposed business

- The portable ladder has more function compared to the common ladder.
- Most of company members have more knowledge on technical course and interested to produce mechanical product.

1.7. Future prospects of the business

- Keep continuing run the business as Small and Medium Enterprise(SME)
- Aim to produce more innovation mechanical product and equipment.