

TECHNOLOGY VENTURE BLUEPRINT



AUTISM TRAFFIC LIGHT PLAY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAM : BACHELOR OF SCIENCE (HONS.) STATISTICS
PROGRAM CODE : CS 241
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT 600
SEMESTER : D2 CS 241 6C
COMPANY NAME : AFMF SDN BHD
NAME : AMIRAH FATINI BINTI BERAHIM @ AB RAHMAN
STUDENT ID : 2017760667

SUBMITTED TO:

MADAM AZZAH BINTI AMRAN

SUBMISSION DATE:

9th JULY 2020

LETTER OF SUBMISSION

Bachelor of Science (Hons.) Statistics (CS 241),
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9th July 2020

Madam Azzah Binti Amran,
Lecturer of Technology Entrepreneurship (ENT 600),
Faculty of Business Management,
Universiti Teknologi MARA Cawangan Kelantan,
Kampus Kota Bharu, Lembah Sireh,
15050 Kota Bharu,
Kelantan.

Madam,

Submission of the Business Plan (ENT 600)

Attach is the business plan title “**AUTISM TRAFFIC LIGHT PLAY**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely,



(AMIRAH FATINI BINTI BERAHIM @ AB RAHMAN)

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1.0 EXECUTIVE SUMMARY

1.1 COMPANY BACKGROUND

1.1.1 COMPANY PROFILE

Name of Company	: AFMF SDN BHD
Shop Address	: Lot 246, Kampung Lundang, Jalan Sultan Yahya Petra, 16510, Kota Bharu Kelantan.
Website	: www.afmf.com.my
Telephone Number	: 09-7443434
Fax Number	: 09-7435434
Form of Business	: Partnership
Main Activity	: Sensory Play
Date of Commencement	: 27 th May 2020
Date of Business Registration	: 27 th June 2020
Registration Number	: 121897 - A
Name of Bank	: MAYBANK
Bank Account Number	: 131020201806

1.1.2 COMPANY VISION

AFMF SDN BHD is a company that create a sensory play for children with special needs especially children with autism spectrum disorder that will help in their rehabilitation process.

1.1.3 COMPANY MISSION

- To enhance the function of sensory play.
- To offer customers the best quality of product with affordable price.
- To offer a simple product design yet beneficial to customer.

1.1.4 OBJECTIVES

- To help children with autism spectrum disorder (ASD) that have sensory problem.
- To attract autism children to focus.
- To help autism children know the basic concept of traffic light colour.
- To make autism children have fun during their rehabilitation process.

1.1.5 BUSINESS OPERATION

Sunday – Friday: 9.00 am – 10.00 pm