



اَوْنِيُوْرَسِيْتِيْ بِاْتِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

BUSINESS PLAN

ELECPRO ENTERPRISE

SHAKE IT ON TORCH LIGHT

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Submission date: 22nd March 2017

ACKNOWLEDGEMENT

In the name of Allah Most Gracious and Most Merciful. First of all, Alhamdulillah praise to Allah SWT for giving us opportunity to complete this project successfully. To be honest, none of us thought that we can finish this job on time but apparently we did and thank to Allah SWT for giving us the strength and the will to get it done.

Special thanks and appreciation to Madam Thahira Bibi as our ENT300 lecturer. We are grateful for the help given by her. All the learning and guidance by her give a huge impact on our group when preparing and creating a proper and systematic business plan. We gain a lot of experience and learn how to make a good business plan.

Moreover, thanks to our beloved parents because they give a lot of trust and help in terms of financing during the preparation of the business plan and presentations. Many thanks to them for giving us support on doing this business plan. Also, thanks to our friends who give us suggestions, ideas and additional information to improve our business plan.

Finally, we wish to thank to people who are involve or not in preparing our business plan especially to the people working at Entrepreneur Development Center (EDC) who help us generate ideas and give us inputs on entrepreneurship. We hope that our business plan can guide us along the process of making the group assignment ENT300 subject's requirement.

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EXECUTIVE SUMMARY

ElecPro Enterprise is a new company that operated in Malaysia. It is the company that being managed by a group of UiTM students. The name of this company is come out from the imagination by one the partnerships members. It shows that how we positioning our products in customer's mind until they can remembering and recognize our company's name, simple and easily to pronounce.

This business is based on partnership where it consist of six members which include the General Manager, Administration Manager, Operational Manager, Marketing Manager, Assistant Operational Manager and Financial Manager. All of them have their own respective job to run and manage our business properly.

Elecpro Enterprise is located at no 2, Jalan Laman Setia, 1/8 Eco Gardens 81500 Pekan Nanas, Johor, Malaysia. ElecPro Enterprise is a company which focuses on electronic appliance production in Malaysia.

As for the business, we are providing a Shake It On Torchlight for the Malaysian. As we go through with the changes of environment, people nowadays more aware of the importance of green technology. So, from our surveying, we conclude that we are going to provide the Malaysian with simple but very unique product that is well in high quality and considered a green technology.

A Shake It On Torchlight is a torchlight that is powered by electricity generated by the motion power of the user, so it does not need replacement of batteries,or recharging from an electrical source. More capacity of energy stored, green technology and unique design gives an opportunity to this torchlight to be one of marketable product as people love simple especially electronic appliance.

Our target market of customer's characteristic comes from all income level, and level of ages. Student is our main target to for the business as they're the majority in Johor Bahru especially in Bandar Sri Alam which is about 30.4 km away from our company. Our company is at Taman Laman Setia's industrial park. Even teenagers and adult also can afford to buy our product.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, and employees. The plans included in the