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DIPLOMA IN CIVIL ENGINEERING (EC110)

J4EC110 2B

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

PORTABLE AIR COMPRESSOR

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In the name of Allah Most Gracious and Most Merciful

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EXECUTIVE SUMMARY

TechGen Corporation is a new company that operated in Malaysia. The name of this company based on our business type and our main field which is engineering. The name more to futuristic, catchy and easy to pronounce and remember so that the customer of this company can easily remembered it.

As for the business, we are providing a newly invented technology which is portable air compressor. As we move forward towards the future, technology grow and become much better. Providing this machines will give a lot of advantage for its consumer as it can make their emergency problem much easier to be completed. We are going to provide this machine to the entire nations so that this technology can be used by all people around this country.

We are starting this business with a total of 6 workers which is the general manager, administration manager, financial manager, operational manager, assistant operational manager and marketing manager.

Our market target in future is our company will do joint venture and set a deal with Proton and Perodua. As a beginning, our company targeted at spare part shop and accessories shop in Johor. This product will be affordable and very useful for them to use when emergency happend. In addition, our customer do not have to worry about our product because as we say in our company motto 'Finding Real World Solution, Delivering Excellence' which means our quality can't be denied.

We name our business as TechGen Corporation. Our main product is Portable Air compressor. Our store is located at Kampung Baru, Subang, Selangor. The chosen location can be considered as strategic since it is near to the city center and the place a new industrial area. So it will attract many people to pass by our shop.

This business is founded by six partners. They are Mr. Muhammad Mikail Farobi Bin Azami as the General Manager, Mr. Muhammad Aqim Nazeef Bin Azaha as the Administration Manager, Mr. Muhamad Amierul Bin Mustaffa as the Marketing Manager, r. Mohammad Azim Bin Bakri as the Operational Manager, Mrs Fatin Nadia as Assistant Operational Manager and Mr. Muhamad Alif Hafiz Bin Ahzmi as the Financial Manager.

Since we are qualified with skills and creativity, we provide the customer with simple but elegant design that can catch the eye of person who looks at it. We also provide the latest design to meet the customer demand and requirements. Something different about our products is that we offer in a reasonable price apart from our quality that is undeniable.

To be precise, the portable air compressor is still new in the market so, we take a risk to open up this business after all we believe that this product is convenient and very helpful. This product is important to the car user when emergency. The medium box size compressor that fit in the car boot and have medium for user easy to carry. That's why we choose this business There are some products as this air compressor but its not portable enough because of the size and weight.

From our review, people nowadays will use car as their medium of transportation. The problem is when the car's tire broke down in the middle of the road while there is no gas station to fix the tires especially to fill the tires with air. This will be a major problem for every users. So we create a product where customers didn't get any trouble when the flat tyre problem happened. As our company motto 'Finding Real World Solution, Delivering Excellence' we survey the general problem that people always faced in their life, we create an innovation to solve that and present it in excellent way.