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**TECHNOLOGY BASED BUSINESS IDEA BLUEPRINT**

**GREEN HIKING NATURE JACKET**

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## **1.0 EXECUTIVE SUMMARY**

The Green Hiking Nature Jacket is a business consists of five business partners that motivated to be a successful entrepreneur. The members are including general manager, operation manager, financial manager, administrative manager and marketing manager. Our business will be located at Ipoh, Perak. After doing research on the business opportunity available at Ipoh, we have decided to specify our business in selling our product. Our partnership business will well know as GHN Sdn. Bhd.

Our business will introduce a new product namely GHN Jacket which is a product that is creates for hikers that always go hiking. This product highlights the importance of creativity and innovation to the entrepreneurs in industry. If we survey at the hiking shop or accessories shop, sometimes they do not have innovation for the existing jacket. The latest for the innovation just the material of the jacket which is waterproof and windproof. Our company found something that to be made. For instance, the company take this problem seriously to solve problem of hikers with technology. This is also because of the trend that spread nowadays which technology plays the important roles in this era.

Our target markets for this product are hikers, traveller, or sport team community the accessories shops. Furthermore, in the future, we will expand our target market to foreign country and we believe that they will be interested in our product.

Lastly, we want to meet the needs and wants of people with our products that meet with our tagline "Green Nature with Technology".

### **1.1 Business Introduction**

Green Hiking Nature Sdn. Bhd is a newly developed company to focus on producing the product for the hikers namely "Green Hiking Nature Jacket". GHN Sdn. Bhd scheduled to operate to serve the customers on 1st January 2018. Our business is owned partnership between five young entrepreneurs that is Hadi Zami Bin Hasnor, Muhammad Hafizzullah Bin Juha Seman, Hazman Bin Abu Yazid, Wan Muhammad Zawir Bin Wan Mokhtar and Muhammad Nur Aidil Ariff Bin Muhammad Yusuff.

GHN Sdn. Bhd produces and sold a multifunction and innovative product named GHN Jacket. This product is to help people to ease them in facing the difficulty to carry a bottle of water during hiking. This product gives beneficial to all the Hikers especially to those who always hiking. This product is produced from the high-quality materials that can last longer. We are using the best quality of the material that has been used in produced this product. Our products are equipped with two new features which is jacket with water pack inside and glow in the dark.

The main target of GHN Sdn. Bhd is from online platform such as Facebook page community of hiking, traveller or any sport team. In addition, this product is very friendly toward the users. The main reason why we created this jacket because company want to help people ease their burden during hiking. company also want to provide the highest quality of jacket with stylish and modern design. This is parallel to our motto which is multifunction, quality and innovation.

Company saw the opportunity that this business has potential of success if we manage to handle it efficiently. Company also see this as a way to penetrate the market by making what people always wanted nowadays.

## **1.2 Mission and Vision of the Organization**

Mission statement of an organization's should clearly communicate what it is that do. Good mission statements are clear memorable and concise. Our company missions are:

- i. To supply high quality of hiking jacket to customers.
- ii. To become a company that has a good position in the market.
- iii. To be a company that inspires and fulfils customers curiosity.

Company visions are:

- i. Build the best quality, multifunction and efficient product to the customers.
- ii. Become the first innovation hiking jacket supplier in Malaysia that supplies the best quality products in the market.