

**DORORA SDN BHD**

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اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

# TECHNOLOGY- BASED BUSINESS IDEA BLUEPRINT



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**ENT600: TECHNOLOGY ENTREPRENEURSHIP**

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# Executive summary

This business is based on Private Limited Company (Sdn. Bhd.) own by the Nur Amirah binti Yusop (CEO). The business will be help by four important positions in the company such as Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This business will be run at Season Garden, Lot 7 Jalan 1/27E, Section 10, Wangsa Maju, 53000, Kuala Lumpur. The place was chosen as it is located at the ground floor of Season Garden Condominium which have approximately 1500 unit of residence. it is also located near a LRT station which make our shop easier to reach even by a public transport. Thus, we do believe that Season Garden, Wangsa Maju is the suitable place for us to run our business.

The main product of our business is shoe rack. We will be selling shoe rack with some innovation with the help of modern technology that suits the need of target customer. Our special feature is the shoe rack can be rotate to ease customer experience when choosing what shoe to be where for the day. We also let the customer to choose their desired height of shoe rack as well as their preferred finishing colour of the product. So, we will be one of those shop that gives the opportunity to the customer to enhance their creativity in creating their own shoe rack.

Thus, we will do our best to give the best and comfort experience to people through their taste by producing the best shoe rack that suit their needs. I will run our business with full determination and dedication in order to be a successful furniture shop and use our resource efficiently and effectively.



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DORORA

ROTATABLE SHOE RACK

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1.0 COMPANY  
BACKGROUND

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