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FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

RANSTA ENTERPRISE
LARGE COMPRESSIBLE TRASH CAN

PREPARED FOR:

MADAM THAHIRA BIBI BINTI TKM THANGAL

PREPARED BY:

NAME	STUDENT ID
1.AHMAD NAJMUDIN BIN MAT RABI	2015630586
2.MUHAMMAD AFIQ HAQIMI BIN SHAMUDIN	2015814542
3.MUHAMMAD SYAFIQ AIMAN BIN MOHD KAHAR	2015850864
4.RENOLD BELAT ANAK CHAWAU	2015883716
5.TUAN NUR AFIDAH BINTI TUAN SULAIMAN	2016436536

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EXECUTIVE SUMMARY

In this modern era where people are busy in daily life with their designated task from dawn till dusk, people tend to get distracted and unconcern with the cleanliness rate of their living place despite all effort in providing to care and keep the public area in best condition but yet the society still cannot give the minimum effort in sustaining the cleanliness by dumping the trash or waste in the given object which are trash cans that comes by with varieties of concept and sizes.

Therefore, RANSTA Enterprise chose the concept of making a more functional trash can that comes with features of compressible, filtering and shredding the waste of the compiled trash. Named created based on the acronym formed from the first letter of the five business partners' names. Focus on making multi-purpose large compressible trash can near industrial area.

Like it or not, many big companies compete with each other in making the same standardize product which is various in type of dispose material and sizes. The future prospects of RANSTA Enterprise is to promote the compressible trash for better environment area especially for the factory area.

The trash can product had been conquered by few big companies in the market which are Wangqi Machine, V-025 hand operate wire stripper machine and Polythelene Leach Bin. The companies had been competing and striving in the trash can business. RANSTA Enterprise is able to cope with the competitors with the uniqueness, function and user-friendly of product. Within 3 years, RANSTA Enterprise will develop and expand in Johor Bharu and focus on opening branches all around the peninsular Malaysia in 5 years of range.