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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

MAVERICK ENTERPRISE

ANTI RUST SPRAY

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EXECUTIVE SUMMARY

Maverick Enterprise is a new company that operated in Malaysia. This business is based on partnership where it consists of 5 members which had important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

As for the business, we are producing anti rust spray for Malaysian. People nowadays want something that simple, easy to use and act effectively but also at reasonable price. We made our rust remover in liquid form to reduce our cost and market price and also easy to use. We use strong alkaline powder and strong acid to maximize the effect.

Through our long term research and observation, we had planned to set up this business because we can see wider prospect of this sector in the future. Apart from that, we have observed that there are a few competitors that involves in this business. So, we take these opportunities to expand our business because we are qualified with skills.

Since our company is listed as a new company in the market, we must to consider many aspects so that our company can compete in the market among our competitors. Based on the objective above, Maverick Enterprise has the potential of being a profitable business if it is done in large scale and systematically.

In conclusion, we hope that our company can be well-known and able to provide better product in the future. We believe that demand of rust remover will increase in the future as the increase of human population.

