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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

MASTERPIECE LTD.

PRODUCT NAME:

SATAY GRILLED MACHINE

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EXECUTIVE SUMMARY

This business plan is based on partnership where it consists of six (6) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM8675 where the total contribution of each member is RM1062 and the rest RM7613 is from MARA's loan.

'Satay' grilled machine is one of the most popular product at our company. Masterpiece Ltd. with tagline "Turning Ideas Into Reality" is located at No.40, Jalan Lembah 19, Bandar Seri Alam, 81750 Masai, Johor.

Masterpiece Ltd. is a company which focuses on machine production in Malaysia. 'Satay' is one of most popular food in Malaysia. Differences meat and spices that used makes it look interesting and suitable to serve for any occasion. The light and tender texture makes people love it to eat. Moreover, the preparation to serve this food is so simple.

To ease it more simple to serve, we decided to make some innovation by implying our creativity and modern element through our machine. Nowadays, speediness is one of the important things in chasing national development trend. With help from our product, we believe that 'satay' can grilled faster without wasting time and energy.

With loan given as a support from MARA, we are hoping and wishing to make MASTERPIECE LTD. able to achieve outstanding demand from consumer. Our business is expected to commence on 2017 and our vision is to make our company recognized by all levels of society and expand the market to all domestic and international levels. This will be realized by the full cooperation and efforts among the partners to promote company.

Based on the objectives above, we are venturing into manufacturing industry. Our business has the potential of being a profitable business if it is done in multi ways with a large scale and systematically managed.

We will expect that our business will become more developed in the future because with the new innovation in our machine, the demand will increase not only during any occasion but it might be during festival. This will give more advantages for us to make our product more profitable and stable in the long run.