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FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

MALAUQUE DESIGN
MULTIPURPOSE IRON BOARD

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EXECUTIVE SUMMARY

Malague Design Sdn. Bhd. provides the best products and excellent services for customers. Our best products include many great innovation and best invention to bring comfort for people.

Our clients are customers who comes from levels of community class who would like to have comfort in their homes with reasonable price of the product. Our market targets are for housewives and college students because our products are designed for limiting the home spaces and make people's life easier.

Malague Design Sdn. Bhd. business has been expanded to many places not only in Selangor, but in Kuala Lumpur, as well. We see many business opportunity in Kuala Lumpur areas as well as many schools, education places have growth in number. Therefore, the demand for the products that can ease people's daily life has increases.

Our focus is mainly to give people the best quality of products with affordable price. We offer the best price for our products for people in this metropolitan area to make their house better than it were. Thus, we develop marketing strategy that gives attraction to buy our products.

The management of Malague Sdn. Bhd. consists of 5 diligent and experienced workers are Nur Athirah, Hannah Jahira, Dayang Nur Khairuneeza, Siti Shahjunaidah and Nurul Aqilah. Our workers come from many business background that is, finance, business, sales and accounting. Five business partners will be taking the role responsibility together despite comes from different background to reach the company's targets.

We have aggressively build our brans through newspaper, ads, social medias and signboards in strategic places to give acknowledgement to people about our brand. Our company will surely provide the best among the best throughout the Kuala Lumpur and Selangor and we hope to expand our business across the country someday.

1.0 Introduction

1.1 Name of the Business

The company name that we chose is Malaque Design Sdn Bhd. We use the name because Malaque in Arabic means angel. Our company main partner consist of 5 females. Our company aiming in creating household items that beneficial for housewives and ladies in general.

1.2 Nature of Business

The nature of our business is designing unique household items that both functional and highly aesthetic. We thrive to innovate common household items by adding mechanical parts to increase the function. Our main product is multipurpose iron board.

1.3 Industry Profile

The company is founded by Nur Athirah Binti Roslan as the General Manager, Dayang Nur Khairuneeza Binti Kusairi as the Marketing Manager, Siti Shahjunaidah binti Salam as Financial Manager, Hannah Jahira Binti Hishamudin as the Operation Manager , and lastly Nurul Aqilah binti Abdul Ghani as the Administration Manager.

1.4 Location of the Business

The company is located at No 10, Alam Perdana Industrial Park, Taman Putra Perdana, 47130, Puchong, Selangor. This location is chosen because it located near the cities around so customers can easily find our company. The monthly lease is also affordable and the size of the building is enough for our headquarters cum factory.

1.5 Date of Business Commencement

We have registered our company on 10/06/2018. Our company officially starts operating on 10/06/2019, exactly a year after the registration.

1.6 Factors in selecting proposed Business.

We chose to produce the multipurpose iron board because we can see a potential improvement that can be done towards a standard iron board. We firmly believe by increasing the functions of a product, the value of the product could also be increase. In addition of few mechanical components, the product can perform various tasks.

1.7 Future prospect of the business

In the future we would like our company to be one of the major brand that customers seek when they want to buy a household items. Next, we will continue to produce household items that install with mechanical parts that can elevate the item's functionality. Lastly, we want our company to be known as the company that really values their customers not only before and during purchasing process but also after purchasing one of our products.