

LOGO**Business Logo**

The name Max E is a short form from of the word “Maximum Energy”. We specifically choose the name because it reflects the team who are the core that runs the company. We believe that the success of the company is fully determined by the people behind it. With this, we name the company as Max E Sdn. Bhd. The designed of the logo is based on fonts rather than typical symbols. The specific selected fonts represent the spirit of the company that it does not need much explanation. We believe that every effort should be put to maximum in order to gain excellent result.

The color of the logo, which is in white, represents the purity, honesty and cleanliness of our product and services. This is of utmost important in order to gain customers’ confident and loyalty and in turn able to capture a large portion of the target market.

Tag line

“THE ULTIMATE ENERGY DRINK”

Mission

- To achieve the target within short term.
- To maximize the customer satisfaction.
- To produce high quality product that will satisfy real customer’s needs.
- To achieve the maximum profit and minimize the cost.
- To generate discipline staffs and create harmonization of working culture.
- To make the best isotonic drink from others competitors.

Vision

- To monopoly the business product of beverages and to has branches all over Malaysia.
- To enlarge our business in a way of increases the capacity of productions in order to increase sales.
- To increase the numbers of ‘bumiputera’ entrepreneurs in this particular industry.

EXECUTIVE SUMMARY

Max E Sdn. Bhd. is a Private Limited Company business, which belongs to six shareholders who not contributes the same amount of capital. The capital is RM8000 from Managing Director, RM3000 from Administration Executive and Operation Executive, RM2000 from Marketing Executive, Finance Executive, and Sales Executive. The total amount of our capital is RM 20 000. And the total of the bank loan is RM 80, 000. The six shareholders will hold different task to manage the business. Our company produces isotonic drink to all sportsman, youngsters and teenagers. We are focusing to the customer in age 15 to 45 years old regardless of active in sports activity, party life style, function and gathering, games like indoor and out door, and events such as festival, New Year and Merdeka Day.

Our company Max E is a company that specializes in produce isotonic drink. We bravely take the risk to venture in this business due to our deeply interest and to break the monopoly of ‘non-bumiputera’ as well as to increase the numbers of ‘bumiputera’ entrepreneurs in this particular industry. We name ourselves as Max E because of the desire to be the best among the others. We will achieve it through out our policy, producing the best isotonic drink in terms of qualities and taste. Situated at an industrial area in Balakong, Selangor. It serves us the best location in running our business.

The reasons, why we decide to venture into this business are firstly, not many Bumiputera are interested in isotonic drink. Secondly, this business is real able in this area and has potential to grow in the future. Last but not least, the surveyed of demand is high since we are surrounded within potential customer. Item those needs to be covered under this section in point form are:

Name of Company: Max E Sdn Bhd.

Nature of Business: Manufacturing

Industry Profile: Carbonated Drink Industry

Location of the Business: Balakong Industrial Area

Date of Business Commencement: 1st January 2005

Factor in the Proposed Business: To increase the numbers of ‘bumiputera’ entrepreneurs in this particular industry.

Future Prospect of the Business: Wide the market in international level.

PURPOSE

A business plan is a written document, which described the proposed business or project to be undertaken in a comprehensive manner. It is also known as a working paper, business proposal, project paper or prospectus. Max E prepares this business planning for several purposes. The purposes are: -

1. For entrepreneurs

- It is prepared as a guideline for the entrepreneurs to manage a similar business.
- An opportunity to them to assess the business venture objectively, critically and practically.
- To study and evaluate the feasibility of the business.

2. Financial Institution (BANK PEMBANGUNAN & INFRASTRUKTUR)

- To convince them in order to raise capital and obtain support for the venture.

3. For customer

- To served a customer with efficiency and effectiveness in term of product and services.
- Try to fulfill the customer wants and needs based on quality of product and services.

4. For employees

- To give a clear picture of each personnel duties and obligations.
- To encourage cooperation among staff to achieve the target in the specific period of time.
- To give information of what privileges the employees get from our company.

BUSINESS BACKGROUND

BUSINESS NAME : Max E Sdn.Bhd.
ADDRESS : No. 6, Jalan Taming Satu, Off Jalan Balakong,
43300 Balakong, Selangor Darul Ehsan.
CORRESPONDENCE ADDRESS : No. 6, Jalan Taming Satu, Off Jalan Balakong,
43300 Balakong, Selangor Darul Ehsan.
TELEPHONE NUMBER : 03-9421784
FAX NUMBER : 03-9483042
BUSINESS FORM : Private Limited Company
MAIN ACTIVITY : Produce Isotonic drink
DATE OF REGISTRATION : 1st November 2004
DATE OF COMMENCEMENT : 1st January 2005
NAME OF BANK : Bank Pembangunan & Infrastruktur
BANK ACCOUNT NUMBER : 60-3346100376-7290
STARTING CAPITAL : RM 20 000