



SHAN SDN BHD

“GRATED COCONUT AND MILK MACHINE”

FACULTY OF MECHANICAL ENGINEERING

(PART 5)

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ACKNOWLEDGEMENT

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Through these problems we manage to become more organize and mature in dealing with the problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

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EXECUTIVE SUMMARY

SHAN Sdn Bhd offers machine products and services for customers, providing a grated coconut and milk machine in a short period that gives high satisfaction of consumer.

Our client is retailer because they will be used a lot of coconut, so it can help them to save time and energy in order to produce grated coconut and coconut milk. We are also targeting our product amongst the society by introducing it with affordable price. SHAN Sdn. Bhd offers a machine that can produce a natural coconut milk with no prohibited or harmful substance because it extracts from original coconut and no adding other ingredients.

Across Butterworth and Klang particularly the SHAN Sdn. Bhd nosiness has seen an explosion of growth over the year. Butterworth is an area that many food stalls, it causes demand of grated coconut and coconut milk is rise over the year. While there are currently several businesses like us in Butterworth, but we only business have special delivery services and rent.

SHAN Sdn Bhd marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Butterworth very low income and poor family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management SHAN Sdn. Bhd consists of 4 lead workers which is Natasha Amirah, Muhammad Syazmim, Muhammad Haziq and Amreel Syamim. Our workers have extensive experience in finance, businesses, sales and accounting. These four partners will be taking role responsibilities together instead different duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. This unique grated coconut and milk machine will provide is sure to appeal to customers throughout the Pulau Pinang especially Butterworth area.