

(ENT300) BUSINESS PLAN

“MF TECH SOLUTIONS”

PREPARED BY

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Through this problem, we manage to become more organize in dealing with the problems that has been faced during completing our business plan. This business plan covers the marketing, operation, administration and financial plan that provide information for a new entrepreneur as a guide to start a business.

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EXECUTIVE SUMMARY

MF Tech Solution offer an innovative product for customers providing a simple machine that easier the work during molding the tart. This gives a higher satisfaction to the customers for the quality of the tart that can be produced in a short time.

Our client is customers identifying as middle and low class who want consume product with affordable price of product. We also targeting business and tart industry that will attract to our product. MF Tech Solution offers a simple machine that easier customers work in molding the tart and boost their production in a short time.

In the large area of Pasir Gudang which an industrial area has seen an extremely of growth many industries over the year. Pasir Gudang is an area that we think the most suitable place to run our business. This is because of the location of Pasir Gudang is lot of material and equipment that can provides for us in running our business.

MF Tech Solution marketing strategy is to emphasize the quality and price of our products. We offer the affordable price because it will be an alternative to attract customers to buy our product. Thus, we develop marketing strategy that gives attraction to come our shop. Already we have products commitments plan to aggressively build our brand through newspaper, ads and signboard.

We are confident that our business will be success. We will definitely do our best to give the best food technology products for customers satisfactory. Our goal will be opening new branches around Johor for a start. Then, expand it more throughout Malaysia and become the best company.