

**DIPLOMA IN MECHANICAL ENGINEERING**

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**IFZA MECHTECH**

***“IFZA FOLD”***

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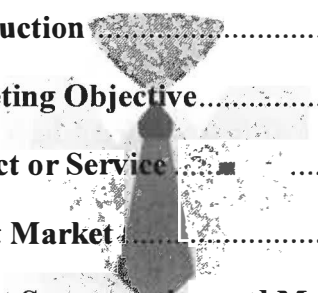
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**IFZA MECHTECH**  
**MAKE IT EASY**

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## EXECUTIVE SUMMARY

Folding clothes is one of the basic duties that we should have done almost every day. By folding clothes, we can train ourselves to be more discipline. It is because folding clothes take times to finish. For the person that really prioritize tidiness, this process can really help them as it can prevent the clothes from wrinkle. Folding clothes also can help to minimize the usage of space whether in a shop lot or in a house. For an example, in Uniqlo, they only hang some clothes for display and the other they will fold and keep it on shelves or on a rack

However, due to time constraint, lots of people are unable to do their chore causing the clothes to pile up in the basket after it was picked up from dryer or hanger. Sometimes, Therefore, the innovation of automatic clothes folding machine, *IFZAFOLD* do helps us to smoothen our daily duties. People are capable to complete the folding process. Our product will ensure that time taken and manpower energy in completing the folding process can be overcome with the semi-automated machine.

In this business plan, we had done some research and discover for more information and knowledge regarding to laundry process. We had chosen to open a business called *IFZA MECHTECH* which is located at Nusajaya, Johor which is a developing modern city. It will be operating at Eco Botanic City, Nusajaya from Monday to Friday. The reasons on why we chose the business store are due to business strategy, marketing strategy, operational strategy, and their financial achievements.