

**DIPLOMA IN MECHANICAL ENGINEERING
(EM110)**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**KEBENARAN SDN BHD
“MORE-THAN WARDROBE”**

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EXECUTIVE SUMMARY

The company's name is Kebenaran Sdn Bhd and it is a trading type of company. The company will be selling wardrobe that can be easily to carry. The company will be driven by five managers, Hasman Bin Selle as General Manager, Mohamad Safuan Bin Mohd Marsyidi as Marketing Manager, Muhammad Ihsan Bin Hamzah as Operational Manager, Muhammad Zarif Izwan Bin Rizalman as Administration Manager, and Nur Fatirah Binti Azmi as Finance Manager. The company is located at Lot. 20 , Jalan Bina 1, Bandar Baru Seri Alam, 81750 Masai, Johor.

Kebenaran Sdn Bhd's mission is to be the most one international desire wardrobe. The company's plan to achieve the mission by using an online medium and direct mailing. By using this method, people around Malaysia can easily purchase the perfume without having to go out from their house or even from their state. Nowadays, customers can shop everything they want at just one click. Due to that technology, Kebenaran Sdn Bhd want to implement the same way as the current trends.

Kebenaran Sdn Bhd targets are housewives and student that live at rented house. For the beginning, the company will be targeting housewife that have problem to dry their clothes during rainy day. Kebenaran Sdn Bhd can overcome this problem thus helping the company to gain profits from it. By having the customers, Kebenaran Sdn Bhd will be more well known in the future. In order to achieve company's mission, Kebenaran Sdb Bhd have to face some risks when entering wardrobe markets as there are many competitors and problems will occur.

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