

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

J4EM1105F



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

SHASSFIX SDN.BHD.

COCONUT MILK EXTRACTOR

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In the name of Allah s.w.t, alhamdulillah we are most grateful for the completion of our Business Plan and manage to submit according to the due date as one the requirement that we need to accomplish in our course work assessment for subject ENT300 that is fundamentals of entrepreneurship.

Give a lot of thanks and gratefulness to all people who are helping us directly or indirectly to finish the Business Plan. First of all, thank you to our most helpful and reliable lecturer whose name is Sir Ahmad Nur Misuari bin Ibrahim that has been guiding us from day 1 until the finishing of the Business Plan. The guide that he led us really help us a lot and make this mission as accomplished. He has given us a lot of idea and even help us when we receive a bad result from our part in the Business Plan. He also gave us idea on how to make this mission much easier to be done.

We face a lot of problem and the problem getting bigger and bigger as we dug out the problem. But through these problems, we manage to become more organize and mature in facing it and find the solution to deal with it when problem occur during our research. This business plan covers organization, marketing, operation, financial, training plan and many other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who have been helping us from any aspect, like giving an idea, help us in finding the solution to the problem. We are really grateful to those who participated with us in continuing this journey and successfully completed our Business Plan. In this opportunity, I apologize for all people especially our parents, lecturer and anonymous who help us in various ways on completing this Business Plan. I hope this Business Plan report can give us knowledge about entrepreneurship world and fun fact of how to become a successful entrepreneur in the future.

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EXECUTIVE SUMMARY

SHASSFIX SDN BHD offers sell and repair coconut milking machine products and services for customers, providing the variety coconut milking machine that gives high satisfaction of consumer.

Our client is customers identifying as middle and low class who want consume product with affordable price of product. We also targeting busiest workers because we have delivery services of our product to customer home. SHASSFIX SDN BHD offers a variety of wheelchair that give customers option to buy the coconut milking machine based on their requirement.

Across Johor and Johor Bahru particularly the SHASSFIX SDN BHD business has seen an explosion of growth over the year. Johor Bahru is an area that we think the most suitable place to run our business. While there are currently three business like us in Johor Bahru, but only our business that have special delivery and rent service.

SHASSFIX 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 Johor Bahru very low income and poor family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management SHASSFIX SDN BHD consists of 5 lead workers which is Muhammad Syahiid, Aiman Hakim, Muhammad Khaizuran Syahmi, Nur Sabrina and Mohammed Haniff. 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 loving coconut milking machine shop SHASSFIX SDN BHD will provide is sure to appeal to customers throughout the Johor especially Johor Bahru area.