



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

A³ ENTERPRISE

“STUPENDOUS LETTER BOX”

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ACKNOWLEDGEMENT

Assalammualaikum warahmatullahiwabarakatuh...

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EXECUTIVE SUMMARY

Entrepreneurship is the capability and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new business. Entrepreneurship also a process of innovation and new venture creation through four dimension which includes individuals, organization, environment and institution. In order to form a new business, there are many number of phases that must be understood and develops by entrepreneurs.

A³ ENTERPRISE is a partnership company ventured by three partners which is two females and a male. The business capital is RM where the total contribution of each member is RM . the rest of it we get it from loan's bank. Each partner will hold a big responsible in order to successful this company and project. Our general manger will also hold a position as marketing manager because those position has the same line of work in managing our company and our product while our financial manager will hold another position which is admin manager and another partner will hold a single position which is operation manager.

STUPENDOUS LETTERBOX is the name of our product that will produced by our company. It is an innovation from common letterbox that has been using nowadays. It will change the perspective of community in using letterbox. It will be added some system that will notify the users when there is letter inside the letterbox. Hence we offer a product that will minimize all the problems involves with letterbox. Our company is located at Jalan Teras 3, Taman Kota Putri Megahria, 81750 Masai Johor. A³ ENTERPRISE will be operating for six days a week on Sunday until Friday at 8 am to 6 pm.