



FUGEN INDUSTRY
BIODIESEL
MANUFACTURING INDUSTRY
Business Plan

Lot. 3147, Jalan Kidurong,
Kidurong Mini Industrial Park Area Phase II, 97000
Bintulu, Sarawak
MALAYSIA



EXECUTIVE SUMMARY

For this Fundamentals of Entrepreneurship (ENT300) course, our group has unanimously decided to establish Fugen Industry as our business project for this semester for this Fundamentals of Entrepreneurship course. The Fugen Industry are the business plan that derived from our group join effort that consists of six executives with Aaron Billy Tingga as the General Manager, Jaynathan Lester bin Jasli as the Administrative Manager Elsabba Edwin as the Marketing Manager 1, Maizatul Akmam bin Sauli as the Marketing Manager 2, Haldizam bin Saidi as the Operating Manager, and Darren bin Salvia as the Financial Manager.

Fugen Industry is an industry that manufacturing biodiesel, it is a substitute fuel that applicable for all diesel power engines. Diesel power engine is the main energy drive for all industry in this world. As it is the main drive for all transportation that is the cargo ship, all types of heavy truck, construction equipment and even our 4x4 vehicle and includes the van and buses. Thus is due to the outstanding demand for diesel and its terrifying state of non-renewable energy as it's derive from fossil fuel that we chose to establish a business plan that manufacture its substitute that is the biodiesel. The biodiesel is a highly renewable energy as it can be derive from all form of vegetable and animal fats. It can also derive from used and unwanted oil and fats, such as used cooking and grease.

Moreover, we would like to express our gratitude to God Almighty as with His blessings and guidance, we can wrap up this business plan in the given time. Next, we give our gratitude to our lecturers, Miss Ardiana Mazwa and Sir Abang Sulaiman for all the helps and information regarding our business plan. Without them, we might have many difficulties in finishing this business plan. From them, we also learnt the proper way to prepare a business plan. As we are engineering students, this kind of thing is quite new to us. We could wish for more help and they were the ones who stand by our side, supporting us.

Last but not least, we appreciate all the comment and critic that you might implied for our Fugen Industry Business plan and heavily emphasizes that your kindly acknowledged our effort, hard work and dedication on completing of our business plan. We express our deepest gratitude and wish your generosity and kind hearts to verify our business plan and enable us to implement this project. We sincerely hoped that consider our inexperience and insufficient knowledge that might contributed toward error and unverified information that might affected the business plan. Hence we appreciate the time and effort that you take to thoroughly analyzed this business plan and give our deepest gratitude.

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1.1 INTRODUCTION

We have decided to establish a company that consists of six (6) shareholders. Each one of them is appointed based on their experience and skill such as General Manager, Operation Manager, Administration Manager, Financial Manager and Marketing Manager I and II. The purpose of choosing the business is to provide an alternate fuel for the benefit of our environment, and replacing the dependencies for diesel that obtain from an un-renewable resources that is fossil fuel. The diesel and other product that depend on it have approximation of about 10 - 20 years of fossil fuel reserves left. Thus precaution and steps have been taken worldwide to reduce the dependencies on these fossil fuel based product. Furthermore the reduce in export by the leading fossil fuel country such as IRAN, further increase the oil price hence making the cost for product and transportation higher.

Our proposal is to help any entrepreneur making our proposal as a guideline to the organization in order to execute any business's activity. Besides that, it is used to convince certain party, for instant the bank in order to give a business's loan. As a measure in determining either the business is profitable or otherwise.

We hope our proposal can give more return and advantages, especially putting it to a good use. As a company that is based on manufacturing, the marketing plan is vital in order to improve the efficiency and the company's sale as well. We are concentrating in Kidurong Area which is in Bintulu, Sarawak, as our manufacturing area and our target market are the public transportation company, the industrial vehicle and ship and boats that utilizes or run on diesel.

Our prices are reasonable and affordable in order to attract and have them change in the usage of diesel into biodiesel. The reasonable expending, increase and modernizing strategy that we implement will set the sales' figures to increase, and this will lead to a long term profit.

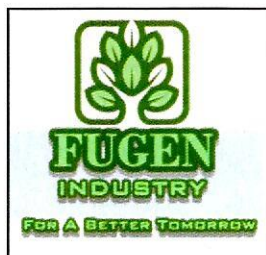
Finally, we are expecting to start our business operation on 10 January 2017 because we must ensure that everything is carefully and perfectly executed according to plan. Hopefully, by that time we can attract the attention of companies and public as much as we possibly could.

1.4 Company Name's Description, Logo and Motto

Company Name's Description

- Fu** : Refers to the word Future that signifies the advancement in the usage of the most advance technology available to provide the best quality product. It also meant to protect the future from destruction that contributes by the green house gas that contributed mainly from vehicle that utilize the fossil fuel.
- Gen** : It implies the meaning of generation that embodies all of us. It shows that to save the earth we must work together and contributing towards a better tomorrow for the future generation.

Company Logo



Logo Description

- Green** : The color of nature. Shows that we prioritize developing a cleaner energy
- 3 White leaves** : The 3 year plan for Biodiesel to be in its launching.
- Tree** : Towards a sustainable future.
- Company Motto** : Towards a Greener Future.