



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BUSINESS PROPOSAL

KINGPharma Sdn. Bhd

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KINGpharma Sdn. Bhd

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1. EXECUTIVE SUMMARY

1.1 Brief Description of the Business and Product Design

KingPharma Bhd. is a pharmaceutical company that focusing in produces the medicine. We are located at Georgetown, Pulau Pinang. KingPharma Bhd. focus on wholesale business structure, which are our operation is to produces mass product and sell to the wholesaler or retailer that will turn around and sell the product at their pharmacy.

Our company comes up with the new technology based product that called EasyGulp. This product is the improvement in the shape of the liquid medicine. It is well improvement and come with the high level of safety, because of its can be consume by children without any side effect and the ingredient used to produce this product are biodegradable and can be eat.

1.1.1 Business Background

Name	KingPharma Enterprise
Address	164, Lebuah Campbell, George Town, 10100 George Town, Pulau Pinang
Tel	+604 5982589
Fax	+604 5981015
Email	Pharmaenterprise@King.com
Website	www.KingPharma.com.my
Main activity	Manufacture
Date of registration	5 july 2019
Date of commence	15 July 2019
Registration no.	WAN970705
Name of Bank	Affin Bank
Account no.	6404 1332 7677 3231
Initial capital	RM500000

Table 1:Business background

1.2The Target Market and Projection

Our target market are for parents who have children at age 2 until 5 years old. Besides that, Health Professional such as doctors, hospital, and pharmaceutical company are also as the target market for KingPharma. KingPharma supply the product to the wholesaler and retailers in Pulau Pinang. For the first year launch, we target to sell unit of product in Malaysia.

1.3 The Competitive Advantage

When entering the business world, we cannot ignore the existing companies. We need to be more creative to be competitive and survive. For our first product, we found out three competitors from three different companies. In order to survive in this world, we decide to come out with new innovation and improvement on existing product. We are using up to date and advanced technology and user friendly product. Our advantage is our customer did not have to worry about feeding their children with the liquid medicine. Our product also will solve the problem faced by all parents during feeding liquid medicine to their children. In addition, our product also simplify the consumer without using measuring tools anymore.

1.4 The Profitability

The company have few strategies to marketing the product, in order to ensure our client or target market accept the product and trust the company to choose our product, we accept the return if our product cannot be used anymore.

1.5 The Management Team

The management team of KingPharma Bhd. consist of General Manager, Administrative Manager, Operational Manager, Financial Manager and Marketing Manager. General Manager is acting as the board of director to ensure our company run smoothly to achieve the mission, vision and objective of the business. The technical process of producing the product we hire a few workers. They responsible to make the product and achieve the targeted number of product every day.