

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

NOBIT AUTOMATIC DRINK MAKER

Rozita binti Abdullah (20044466705)

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Nur Liyana binti Nasarudin (2004466664)

Nurul Ain binti Din (2004466689)

CHAPTER 3 : Company Background

Name of the company :Buddy Sdn Bhd

Business Address :Lot 9984,
Hadapan Sek.Men.Sultan Omar,
23000 Dungun,
Terengganu.

Correspondence Address :www.lld.com.my

Telephone number :09-8423180

Form of Business : Sendirian Berhad (Snd Bhd)

Main Activity or Activities : Manufactured and sells Nobit Automatic
Drink Maker.

Date of Commencement :Jan 2008

Date of Registration :

Registration Number :

Name of Bank :RHB Bank

Bank Account Number :13044020724653

CHAPTER 1 : Introduction

The name of our company is Buddy Sdn Bhd. We manufactured and sell Nobit Automatic Drink Maker. They are four types of Nobit Automatic Drink Maker, for baby use, hostel use, home use and office use as seen in figure included.

Since today, they are no other company in Malaysia that sells and manufactured the product that we manufactured. In market, there are only coffee makers. We manufacture the Nobit Automatic Drink Maker by ourselves. The product can automatically make various kinds of drinks, hot chocolate, cordial, Milo, milk and even coffee the way we set it to be. The product that we manufactured is in high quality and can improve our lifestyle.

Our business is located at Lot 9984, Hadapan Sekolah Menengah Sultan Omar, 23000 Dungun, Terengganu. It is a ware house-like building, suitable with our nature of our business. Our date of business commencement is on January 2008.

We choose the purpose business because it is viable and profitable. It also has large market size and low level of competitors.

The business can develop into a firm business and then we can open more branches in other state and further on in another country. The demand for the product will be increase and the market size will expand because the Nobit Automatic Drink Maker is manufactured to help people solve their daily problem, that is save their time in making drinks.

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