

ENT300
FUNDAMENTAL OF ENTERPRUNERSHIP

BUSINESS PLAN
ZEROWASTE ENTERPRISE

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Assalamualaikum w.b.t.

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members who hold important positions in the company. These members hold multiple position which are General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. The business capital and liabilities are rounded off to RM100,000. Zero Waste Enterprise is located at Jalan Mangga, Taman Kota Masai, 81700 Pasir Gudang, Malaysia.

Zero Waste Enterprise will introduce to society out there about the automated drain cleaner as drain cleaning is one of the problems Malaysian nowadays have and needed adjustments. This drain cleaner driven by a power window motor, voltage rated 12V and current rated <15A.

As the unsettled waste production had been increased lately due to the fact that people are full of ego. This can cause the flash flood to occur. As nowadays even in Johor Bahru flash flood always happens as the unmanaged drain around the city with wastes in it blocking the flow of the water thus making the drain stuck.

PURPOSE OF BUSINESS PLAN

Business plan is an important tool for managing and growing business. A well-designed business plan lays out a vision of growth. A business plan is also an essential communication tool for attracting financing for the business as well as managers and staff as our business grows.

1. Clarify Direction

The primary purpose of a business plan is to define what the business is or what it intends to be over time. Clarifying the purpose and direction of the business allows the business to understand what needs to be done for forward movement. Clarifying can consist of a simple description of the business and its products or services, or it can specify the exact product lines and services it will offer, as well as a detailed description of the ideal customer.

2. Future Vision

Businesses evolve and adapt over time, and factoring future growth and direction into the business plan can be an effective way to plan for changes in the market, growing or slowing trends, and new innovations or directions to take as the company grows. Although clarifying direction in the business plan lets the business know where it is starting, future vision allows the business to have goals to reach for.

3. Attract Financing

The Small Business Administration states, "The development of a comprehensive business plan shows whether or not a business has the potential to make a profit." By putting statistics, facts, figures and detailed plans in writing, a new business has a better chance of attracting investors to provide the capital needed for getting started.