



ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



KLEANIUS ENTERPRISE

PREPARED BY

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PREPARED FOR

LECTURER'S NAME	:	PUAN SHAIRA BINTI ISMAIL
SEMESTER	:	4
SUBMISSION DATE	:	26 JULY 2021

Executive Summary

Our business is named Kleanius Enterprise where we produce and sell cleaning equipment products and supply our products to the related companies that provide cleaning services around Penang. The name for our product is Kleanius Ceiling Fan Cleaner and our first branch was established at Bertam Walk, No 3G, 15, Jalan Dagangan 2, Bertam Perdana Town Center, 13200 Kepala Batas, Penang. Our business partners consist of the admin manager (Norhahahirah Binti Abdullah), operations manager (Muhammad Azrul Naim Bin Samsulbahri), financial manager (Muhammad Zakwan bin Zakaria) and marketing manager (Mohamad Quwaidir Syafiq Bin Mohamad Azhar).

Among the duties and responsibilities for the admin manager are to form and direct the innovator team to conduct research and development for the proposed idea, be responsible for planning and application for approval, prototype must be submitted to appropriate authority, Responsible in commercialization of innovation, responsibility for company management and general administration, organize all administrative costs properly and create a framework for the organization and disseminate job descriptions to each department. Ensure that the business runs efficiently. The duties and responsibilities of operations managers are to make important choices about policies, plans, and strategies, improve quality, productivity, and efficiency by analyzing and improving organizational processes, constantly looking for new market opportunities and being able to assess the strengths and weaknesses of competitors. The duties and responsibilities of the financial manager are to manage the company's financial and accounting activities, control the company's income and cash outflow inputs, ensure accurate weekly and monthly sales revenue forecasts and ensure there are no cases of fraud in the company. The duties and responsibilities of the marketing manager are to prepare the company's marketing plan, collect market data to determine and organize the quantity and quality of manufacturing, determine the resources needed to execute the marketing plan and marketing estimates and evaluate the company's product or service acceptance design marketing strategy.

Chapter 1.0: Introduction (Business and Owner Description)

1.1 Business Description

Name of Product

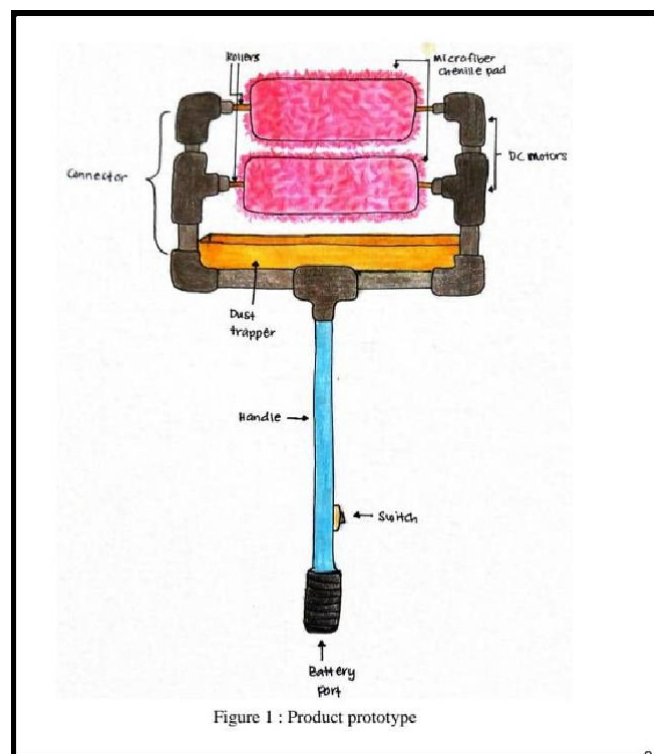
Our product's name is Kleanius Ceiling Fan Cleaner.

Business address

Our shop is located in Bertam Walk, No 3G, 15, Jalan Dagangan 2, Pusat Bandar Bertam Perdana, 13200 Kepala Batas, Pulau Pinang,

Nature of Business

Kleanius Enterprise is a company that produces and sells smart ceiling fan cleaners. This company is different from other companies because of the uniqueness of the ceiling fan cleaner that we offered to our customers. Other than that, we also make the cleaner in different colours so customers can choose any colour they like. The price is affordable for the customers to buy since it is available to get at our retail shops.



Vision and Mission

Vision : To build the largest techno-lifestyle network by providing innovative products solutions for homes in Asia.

Mission : To make smart products more efficient, more comfortable and safer for everyone to use.

Purpose of business plan

- To make it easier for users to clean ceiling fan blades.
- To reduce the possibility of an accident while cleaning the ceiling fan.
- To create competitive advantages.
- To make the management system more simple
- To demonstrate the company's financial strength, particularly when seeking for loans, and to persuade investors to provide funds or other financial institutions.
- To complete one of the ENT300 project's terms and conditions.
- As a guideline for us in terms of setting, planning, managing, handling, and controlling our business on a day-to-day basis. Including budgeting, financial forecasting, strategies, target markets, and even long-term goals.
- As a master plan for an organisation. It's important to figure out how effective it is at running a business.
- It is also prepared to describe clearly the details of various authorities' parties in order to obtain permissions or other services when forming a business.
- This business plan can be used to persuade suppliers of the company's ability to pay on credit and to complete a project of services for customers or the tender board.
- By comparing the firm's actual performance to its master plan, any deficiencies that surface can be addressed. It is to determine if the circumstance is favourable or negative.