

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN MECHANICAL ENGINEERING (EM110)
EM1106I

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS NAME
I-CON

PREPARED FOR:
MADAM NORANITA BINTI ABDAMIA

PREPARED BY:

abil Bin Nasruddin	2013223626
ad Nur Akmal Bin Noor 'Adzam	2013273528
id Amirul Bin Zainudin	2013405026
Amirul Aqlan Bin Hamzah	2013436186
Akmal Hanif Bin Hamide	2013490394

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Bismillahirrahmanirrahim,

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EXECUTIVE SUMMARY

The objectives in creating this product is to help people to gain water for themselves when its flood season, to help people have water when they are camping and to provide fresh water for people at the shelter when there are no clean water. This product itself is a novelty to the society as they never seen something like it in Malaysia being commercialize. Hence, every parts of this product is something new although it applies simple condensation process. The special criteria of this product are it is light in mass as it only weight 2kg, small in size which is 0.2m x 0.2m x 0.3m and it is portable because it can be use anywhere and anytime. This product will provide lots of people clean water anytime they want. Hence, this product will be beneficial to the society. This product has a great potential to be commercialize in this country as there are no company ever created it there.

1. Introduction

1.1. Name of the Business

- *I-CON*

1.2. Nature of Business

- *The nature of the business are manufacturing and selling of product of our company.*

1.3. Industry Profile

- *The focus of this company is in health and environment. To produce health water supply and can save environment.*

1.4. Location of the business

- *Jalan Padi Emas 2, Bandar Baru UDA, 81200 Johor Bahru, Johor*

1.5. Date of business commencement

- *1st March 2016*

1.6. Factors in selecting the proposed business

- *High chance to be a successful business due to variety of sports and activities the community takes part in, with the right business strategies.*
- *Business location is very strategic because the location can be easily accessed by the communities and one of the spot with the most effective utilities.*
- *Starting budget for the business can be afforded with partners' shares and also by additional financial aid from bank loan.*
- *Want to join competition with other company.*

1.7. Future prospects of the business

- *Being one of the multi-million company in this business that can compete with other existing companies.*
- *Getting special government contracts for people that are facing natural disasters such as flood and drought to have alternative and easier access for clean and fresh water.*
- *Contribute to the community to help them getting alternative ways to get clean water and prevent diseases.*