



UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ELECTRICAL ENGINEERING

DIPLOMA IN ELECTRICAL ENGINEERING POWER (EE112)

J4EE1124A1

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

PRIVACY GLASS ENTERPRISE

SMART WINDOW

PREPARED FOR:

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## 1.0 INTRODUCTION

### 1.1 NAME OF THE COMPANY

Privacy Glass Enterprise. We choose this named because our product is about window that focuses on privacy.

### 1.2 NATURE OF THE COMPANY

Privacy Glass Enterprise is accompany that focuses on windows for privacy. We specialize in providing quality windows. We also used quality material to attract customers.

### 1.3 INDUSTRY PROFILE

Name of Business : Smart Window

Business Address :Jalan Rambai 11 Taman Kota Masai, Pasir Gudang  
Johor Bharu

Correspondence Address : (Same)

Website : PrivacyGlass.com

Email : [privacyglass@gmail.com](mailto:privacyglass@gmail.com)

Telephone number : 017-3119408

Office number : 07-3376587

Fax number : 07-4552310

Form of Business : Partnership

Main activity : produce of Smart Window

Date of commencement : 17<sup>th</sup> January 2017

Date of registration : 1<sup>st</sup> January 2017

Name of bank : Bank Islam

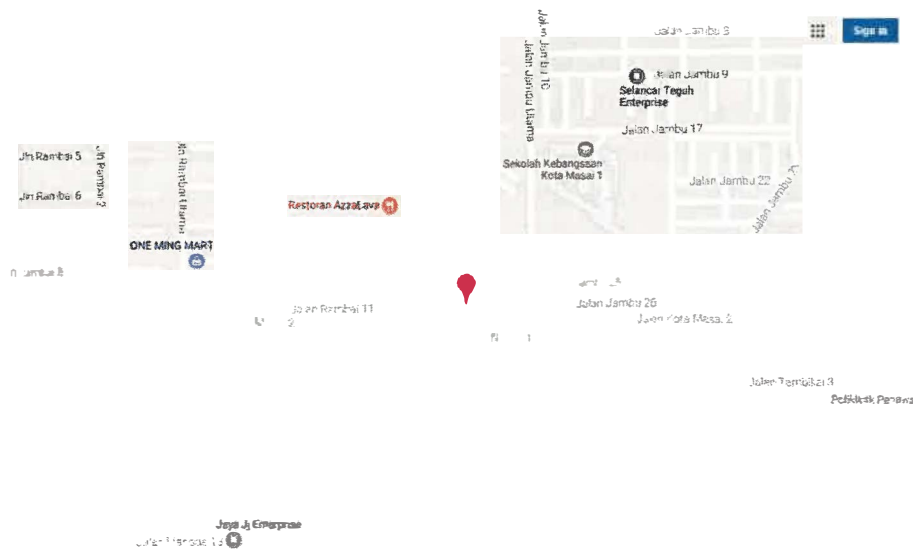
Bank account number : 12207020214196

Capital contribution : RM 100,000.00

## 1.4 LOCATION OF THE BUSINESS

### **REASON :**

Privacy Glass Enterprise is located at Jalan Rambai 11 Taman Kota Masai, Pasir Gudang, Johor Bharu. We chose this location because it is a strategic location because there are many housing area and facilities. It also strategic place for us to develop our new found product toward the citizen. The rent also affordable. Other than that, this location easy to attract customers because has sufficient parking lots and easy to find. This place shows a perfect opportunity for us in finding new customers.



### **PREMISE :**





### **1.5 DATE OF BUSINESS COMMENCEMENT**

Our company will commence operation 17<sup>th</sup> January 2017.

### **1.6 FACTORS IN SELECTING THE PROPOSED BUSINESS**

We chose this business because there is high demand in the window industry. We believe that we can compete with other competitors around Johor Bharu because Johor Bharu is our main company.

### **1.7 FUTURE PROSPECTS OF THE BUSINESS**

Our future plans for this business is to open another branches in Johor Bharu. Next, we also want to open more branches in Malaysia. Besides that, we also hope that we can get full support from government and non-government associations. As we know, in business we need strategies to make our business successful. So, we decide to

*PRIVACY  
GLASS*

## PURPOSE OF BUSINESS PLAN

1. To manage company

A business plan conveys the organizational structure of SMART WINDOW business, including titles of directors or officers and their individual duties. It also acts as a management tool that can be referred to regularly to ensure the business is on course with meeting goals, sales targets or operational milestones.

2. To evaluate the project viability and growth potential.

A business plan is made to detail alternative future scenarios and set specific objectives and goals along with the resources required to achieve these goals.

3. To act as a guideline for the management of the proposed business.

Vital aid to help on managing business more effectively. By committing the thoughts to paper, all the staff can understand the business better and also chart specific courses of action that need to be taken to improve the SMART WINDOW business.

4. To allocate business resources effectively.

The business plan allocate enough resources to achieve the target. These resources may already be available or may be generated by future activity. Through this business plan, the amount of office staff, supplies or equipment and the spending on marketing can be allocated well.