

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

ELITE ORT ENTERPRISE

PREPARED BY:

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PREPARED FOR:

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i.	Name of the business:	Elite Ort Enterprise
ii.	Nature of business:	Partnership
iii.	Industry profile:	Retailing
iv.	Business Location:	Perda, Pulau Pinang
v.	Date of commencement:	July / August 2021

vi. Factors in selecting the proposed business:

(a) We want to market our scented candle with much affordable price for candle lovers (students and teenagers)

(b) We want to reduce waste from scented candle industries as we came out with tin material packaging. After our customer finish using our product, the tin could be reusable and this would help to reduce product waste.

vii. Future prospects of the business:

(a) We have been planning to innovate more in our scented line. Soon, we will offer special scented line that could only be bought from the Elite Ort Enterprise.

(b) As a home decor product, we will produce a wide range of selection for our customer (considering their own choice and taste) in colour variation, shape and others.

1.2 PURPOSE OF BUSINESS PLAN

- (a) To established our business focus. With this business plan, it really helps us to set our goals for what we want to achieve later in the future.
- (b) Secure our company's funding. When we set our goals, this helps us to see everything more clearly. We can start planning our company's funding and this will also help us to be a well prepare company in the future.

1.3 BUSINESS BACKGROUND

i.	Name of the business	Elite Ort Enterprise
ii.	Business address	96, Lorong Perda Utama 3, Bandar Baru Perda, !4000 Bukit Mertajam, Pulau Pinang.
iii.	Correspondence address	12A, Lorong Pauh Jaya 3/3, Taman Pauh Jaya, 13700 Perai, Pulau Pinang
iv.	Website address	https://eliteort.myshoppegram.com/
v.	E-mail address	eliteort@gmail.com
vi.	Telephone number	019-4576482
vii.	Fax number	04-3999330

viii.	Form of business	Partnership
ix.	Main activity	Scented Candle Production and Retailing
x.	Date of commencement	July / August
xi.	Date of registration	8 November 2020
xii.	Registration number	003207408-W
xiii.	Name of bank	Maybank
xiv.	Bank account number	501075446237

CHAPTER 2: ORGANIZATIONAL PLAN

2.1 INTRODUCTION TO THE ORGANIZATION

Vision

- To make our product become a well-known brand toward the society and to give our customers satisfaction

Mission

- We create a scented candle for people especially teenagers with affordable price but still in high quality and unique design of packaging

Objectives

- Increase our customer satisfaction as we sell high quality scented candle with low price listing.
- Generate more revenue for our business.
- Maximize our profits.
- Gain more customer as we slowly grow from time to time.

Logo & Description

