



اُنْبُوْكَرُ سَيِّدِيْ تَيْكُنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

VENDCHARGER SDN BHD

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i.	<i>Name of the business:</i>	VendCharger Sendirian Berhad
ii.	<i>Nature of business:</i>	Partnership
iii.	<i>Industry profile:</i>	Manufacturing and service
iv.	<i>Business Location:</i>	Medan Seri Impian 2, 14000, Simpang Ampat, Pulau Pinang
v.	<i>Date of commencement:</i>	15 th February 2020

Factors in selecting the proposed business:

- Financing
- Continuity and transferability

Future prospect of the business:

- To make people familiar with our product and service that we produce.
- To produce interactive vending machines from time to time.

1.2 PURPOSE OF BUSINESS PLAN

1. To analyze our business opportunities in the future.
2. Easier to get financing by convincing relevant parties of the investment potential of the project.
3. As a guideline for managing the business smoothly.
4. To find a strategic reflection on the business.
5. To allocate business resources effectively.

1.3 BUSINESS BACKGROUND

<i>i.</i>	Name of the business:	VendCharger Sendirian Berhad
<i>ii.</i>	Business address:	Medan Seri Impian 2, 14000, Simpang Ampat, Pulau Pinang
<i>iii.</i>	Correspondence address:	Medan Seri Impian 2, 14000, Simpang Ampat, Pulau Pinang
<i>iv.</i>	Website address:	https://vcsb.com.my
<i>v.</i>	E-mail address:	vcsb@gmail.com
<i>vi.</i>	Telephone number:	03-46536722
<i>vii.</i>	Fax number:	03-84620990
<i>viii.</i>	Form of business:	Partnership
<i>ix.</i>	Main activity:	Manufacturing and service
<i>x.</i>	Date of commencement:	15 th February 2020
<i>xi.</i>	Date of registration:	6 th June 2021
<i>xii.</i>	Registration Number:	In Progress
<i>xiii.</i>	Name of Bank:	Maybank Berhad
<i>xiv.</i>	Bank account number:	152144592951

1.5 BUSINESS LOCATION

1.5.1 Factors influencing Choice of Business Location

a) Price of premise/ cost of rental per month

The price of the premise is the main factor we choose this location. With the size of that building, the cost of rental per month at RM 1000 that we think is affordable, and also the location of the premise is so strategic.

b) Distance from the source of raw materials

The distance from our building company with the supplier is not so far as at area Bukit Mertajam have a lot of factories which related to our business. The availability of this factory makes it easy for us to get our equipment and material. It also will reduce our transportation cost and production cost.

c) Availability of manpower

The availability of manpower for our company is from our partners who have been appointed for their respective work. This is because they have their respective expertise in the production of these products. This is enough for us to make our business successful and also to reduce labor costs.

d) Transportation facilities

Transportation facilities that our business location have are more vehicle parking that can be easy for our supplier and customer to deal with us.

e) Distance from customers

Our business location is near to a mall which is Tesco Bukit Mertajam that have many customers every day to shopping product. From that, we can put our product at the mall that can attract the people to know our product and easy for us to make service if our product has a problem because the distance is close to the business location. Other than that it can reduce the cost of the transport product

f) Basic amenities (electrical, water, telephone, and internet facilities)

The basic amenities are available in our business location are electrical, water, telephone and internet facilities. These basic amenities could make work affairs went smoothly.