



**Faculty of Computer and Mathematical Sciences**  
**UNIVERSITI TEKNOLOGI MARA KELANTAN**  
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**ENT 300**

**BUSINESS PLAN:**  
DIGITRON SDN BHD – VERSATILE DIFFUSER

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## **EXECUTIVE SUMMARY**

Digitron is a technology-based joint venture company based in Kota Bharu, Kelantan, Malaysia. Digitron began full operation on 23 September 2021, the same date as the company's inception. By providing the highest quality electrical products, our company provides a one-of-a-kind experience for everyone. The company sells innovative electrical products that can be used in our customers' daily routines. As the world prepares for a pandemic of Covid-19, we developed a product that is both useful and safe to use during this crisis.

Our first unique invention is Versatile, a humidifier and sanitizer in one. Together, we can break the Covid-19 chain, which will not only provide you with a comfortable moment at home or work, but will also aid in the cleaning process. Versatile is extremely beneficial in terms of reducing man's energy consumption and providing you with a clean and safe environment without having to worry. Due to the current market conditions, our products truly do have a bright future. Even after Covid-19 is over, the product will remain relevant in the market because it is a multifunctional product that can be used by adults, teenagers, and children.

We chose the best employees who are manufacturing experts in order to provide our customers with high-quality products at a reasonable price and to successfully grow our business. To keep our employees informed about the manufacturing industry's growth, we constantly offer quality business and manufacturing courses. Our employees' welfare has always been a priority in order to foster a positive work environment. To produce high-quality products, we have the best machine that is aligned with new technology, ensuring that it can assist in the production of a product that is market-driven. Additionally, we are constantly scheduling maintenance teams to inspect our machines, ensuring that our production runs smoothly and without interruption in the future.



## **INTRODUCTION TO BUSINESS PLAN**

### **1.1 Business Description**

#### 1.1.1 Name of Company

- Our company's name is Digitron and it is a technology partnership business company that is based in Kota Bharu, Kelantan.

#### 1.1.2 Nature of Business

- Our company sells an electrical product that has been innovated and can be used in our customers' daily routine.
- Moreover, as the world is currently still in a pandemic, we came up with a product that can be used safely, be it at hospital, at workplace, or at home.

#### 1.1.3 Operational Date

- Our company's date of registration is on 16 December 2020 and we started to fully operate on 23 September 2021, which is our company's date of commencement.

#### 1.1.4 Prospects of Business

- We aim to provide our customers innovative and cutting-edge technology products that can ease their work when it involves their day-to-day routine.
- We strive to be one of the best companies in creating products that can be used in every household and workplace.