



## BUSINESS PLAN REPORT

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MAGNUX ENTEPRISE



**Faculty** : Faculty of Business and Management

**Program** : BA242 Bachelor of Business Administration (Hons) Finance

**Group** : BA242 2A

**Course** : Principles of Entrepreneurship

**Course Code** : ENT530

**Semester** : 2 – OCTOBER 2021

**Product's Name** : Xtreme Pepper Spray by Magnux Enterprise

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**Submission Date**

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## EXECUTIVE SUMMARY

Magnux Enterprise main mission is to improve people's safety through our product innovation and always trying to create a protection and safety product equipment that can be used by customer in their daily life. To achieve this mission, Magnux Enterprise provides high level of experience worker in manufacturing industries and social networking contact so that the customers can receives their products with full satisfaction. As our vision to become a company that benefits to society in the long period of time, Magnux Enterprise hope that our customers will have the quality product they demand of to protect themselves safely and confident with our products.

Magnux Enterprise is a company that established in January 2021 and was a protection equipment manufacturing industry which located in Taman Teknologi Cheng, Cheng, Malacca. This company was founded by four partners who have the same goal which to help the women in providing self-defense equipment for them so that they can be a little carefree in public without worrying much on their safety. Our management is well structured with lead by CEO and follows by support teams from Financial Manager, Marketing Manager, and Operations Manager. Thus, we decided to produce a product that give power and protect women which in Xtreme Pepper spray.

Magnux Enterprise produce Xtreme Pepper spray with finger-grip design and extra multi-purpose using. This product is made from high quality materials and durable materials-based product that easy to put and bring anywhere for purpose of protection. Xtreme Pepper Spray come out with unique features which include of mini emergency alarm flashlight, mini stun gun, window breaker, laser disguised in shaped of lipstick. Besides, this product also been demanded every year and future for self-defenses. We believe within every crisis, there is an opportunity to stay competitive. Thus, Magnux Enterprise find an opportunity to create a product which can give impact to the market and help to protect and ease the customer's affairs.

Xtreme Pepper spray is established to help the women who want simple safety protection kit that can help and protect themselves when sense any danger. As this product is easy to carry and to bring since the size is not too big and affordable. Furthermore, Xtreme Pepper spray will be using by all women in age between 18 to 30 years old from different background who want to use the product at affordable price. In plus, this product can be purchase easily since will be placed in crowded area such in supermarkets, and shopping malls. Magnux Enterprise survey and research shows women always fell in danger when walking alone or sexual harassed when

passing a group of men on the street. Some women need window breaker if any harassment inside car or emergency flashlight to attract attention help from other people. Therefore, with this innovation, Xtreme Pepper spray can solve this varieties of concern and problems.

Magnux Enterprise competition in this product is quite low as not many businesses produce this kind of product, where only two competitors which are Safepro Enterprise and White Eastern. Magnux Enterprise's product which is Xtreme Pepper spray, the price charged based on competitors' price where the price is much affordable than these competitors. With the high quality and affordable price, Magnux Enterprise can compete these competitors in the market as the market share is lower than these competitors.

Magnux Enterprise's financial projection for first few years of operation is quite smooth and operating well. The income statement shows positive and how profitable for Magnux Enterprise business as it was important to do report for a bank and future growth. Thus, providing financial projections for a business will be easier to understand profit and be a great indication for Magnux Enterprise's direction in the future.

## 1.0 COMPANY PROFILE

### 1.1 ORGANIZATION BACKGROUND

<b>NAME OF THE ORGANIZATION</b>	<b>Magnux Enterprise</b>
<b>BUSINESS ADDRESS</b>	Taman Teknologi Cheng, Malim Krubong 1 1/2 Storey Semi Detached Factory Cheng, Melaka.
<b>WEBSITE/E-MAIL ADDRESS</b>	<a href="http://www.magnuxenterprise.com.my">www.magnuxenterprise.com.my</a> <a href="mailto:magnuxent@gmail.com">magnuxent@gmail.com</a>
<b>TELEPHONE NUMBER</b>	03-00000000
<b>FORM OF BUSINESS</b>	Partnership
<b>MAIN ACTIVITIES</b>	Protection equipment manufacturing
<b>DATE OF COMMENCEMENT</b>	10 January 2021
<b>DATE OF REGISTRATION</b>	10 February 2021
<b>NAME OF BANK</b>	Maybank Berhad
<b>BANK ACCOUNT NUMBER</b>	-