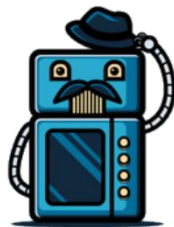




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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



GEDEGANG

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BUSINESS NAME

GEDEGANG SDN. BHD.

SUPERVISED BY:

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EXECUTIVE SUMMARY

The business is based on a partnership where it consists of six members who hold key positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operations Manager and Finance Manager. Flavored drink products are the main products we sell. Our company is located in Shah Alam with the address: 2-06-2, Blok 2, Presint Alami, Persiaran Akuatik, Seksyen 13, 40100 Shah Alam, Selangor

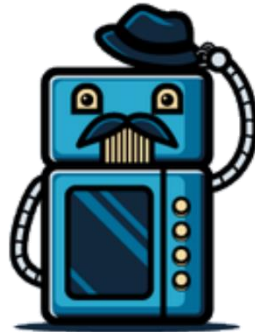
GEDE-GANG SDN. BHD. is a Malaysian firm that specializes in the production of Flavored Water. Water is a necessary component of life. It boosts our self-esteem and makes us healthy. We all know that nearly 3/4 of the earth's surface is flooded. The same is true of the human body, with water accounting for 70% of its makeup. Humans can survive for more than a week without food but just a few days without water, according to studies. This emphasizes the importance of water in our lives and brings numerous benefits to our company, and we are convinced that our market can easily develop and spread throughout Malaysia.

We decided to make some modifications by selling it in vending machines to make it trendier and more appealing. We all know that flavored beverages used to be offered in stores, but now that the stores can no longer be opened, the traders are losing money, and the customers are having a difficult time buying the drinks at this time. This will make it easier for all of us to buy drinks with the vending machine.

We hope and want GEDE-GANG SDN. BHD. to be able to meet enormous client demands with the help of loans and fundraisers. Our company is set to launch in 2021, with the goal of being a world-class vending machine provider that assists consumers and businesses in achieving their objectives. Our commitment to strategic growth, outstanding service, and community participation will help us realize our Vision. In addition, we plan to supply vending machines that serve various sorts of halal cuisine and expand more franchisees over the next ten years, particularly in Sabah and Sarawak, which are well-known tourist areas. This will be accomplished via full commitment and effort on the part of our partners in promoting our products. We anticipate that our business will advance in the near future as new product innovations drive demand not just during the holiday season, but also on a daily basis throughout the year. This will provide additional benefits, allowing our products to be more profitable and stable in the long run.

SECTION I: INTRODUCTION

1.0 COMPANY BACKGROUND



GEDEGANG

Table 1: Company Background

Name of the Company	GEDE-GANG SDN. BHD.
Business Address	2-06-2, Blok 2, Presint Alami, Persiaran Akuatik, Seksyen 13, 40100 Shah Alam, Selangor
Correspondent Address	GEDEGANG@gmail.com
Telephone Number	03-85401734
Form of Business	Partnership Company
Main Business Activity	Selling Drinks and Chocolate
Date of Established	10 June 2021
Name of Bank	Bank Islam
Account Number	03184029753819