

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

(AVANENT MUR (M) SDN.BHD)

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15 APRIL 2009

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MARKET SUMMARY

Today, most people in Malaysia are interested to put wallpaper on their wall with English style, vacate design, natures elements etc. With a variety and numbers of interior design programs shows on television, Malaysian people have been distributed with quality ideas to be applied into their home decorating. The need to feel calm and comfort within the house has created the desire to create the best interior environment for Malaysian house. This will slightly reduce the stress level of an individual after working hours as the interior design and the wall will reflect a good mood and mind relaxation.

In the future times, this industry will have the high opportunity to expand and inventing new product to cope with the increasing number of wallpaper lovers. As people will wish to create a calm, happy and enjoyable environment within their home so that it can reflect the owner emotions. Simply speaking, a good wall deco will give a sense of therapy.

Opportunities

The current problem faced by the wallpaper market is, in humid conditions, the glue may loosen and can actually cause the wallpaper to peel from the wall. It is also easily soiled and damaged as the wallpaper is not covered with a thin layer of PVC material. PVC material or plastic element will be put on side with adhesive so that it can stick directly to the wall surface.

A slightly damage on the common wallpaper will require a change to be made. This will cost the customer disadvantage of it. Therefore our product will be the effective solution as the material we used contains the PVC and its waterproof wallpaper. Waterproof wallpaper will last ten times longer than the ordinary wallpaper and making it as an economical choice. With PVC element,