



**MARA University of Technology
Sabah Campus**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300**

Circuit Crank Company
The supplier of Neo Power Saver and Fuel Saver

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1.1 Executive summary

This business plan proposal consists of 11 different contents that are introduction, purposes, business background, background of partners, business logo, administration plan, marketing plan, operation plan, financial plan, conclusion and appendixes. The date commencement of this business is on the month of July 2009. We named our company as Circuit Crank Company. Our business location is located at Centre Point, Kota Kinabalu, Sabah. There are five of us involved as partners.

A good planning is important as to achieve the purposes of business. The managers who are involve in this business, manages their budgets part efficiently as to make sure the business plan will run smooth and strong. In the end we are hoping that our business plan proposal may satisfied and fulfill the requirement of ETR300 course.

Our business is about selling the Neo Saver products which are consist of Power Saver and Fuel Saver products. Power Saver product is a product of saving electricity bill up to 30% while the Fuel Saver product is a product of saving fuel up to 20%.

We chose to supplyl Power Saver and Fuel Saver in our business because it is basically the most needed equipment for a human being on saving usages of electricity and fuels, thus helping aid the environment. Everyday people consume gas, oil, and also electrical energy. So, the idea to sell our products made after making some of research and observation on the market potential existing in Sabah, especially around Kota Kinabalu area. This business is profitable because of the high demand. Our business plan is about being the seller of Power Saver and Fuel Saver in Sabah that offer the affordable and efficient price to anyone.

In addition, there is no other company around Sabah that manufacture electricity and fuel saver. Therefore, this is good opportunity to take chances to supply and sell our product to the public.



What makes our business more attractive is we are not only supplying our electricity and fuel saver products at affordable price but sell high and best quality of our product. In addition, we are supplying these products to the public who can be as a retailer and even as an individual.

1.2 INTRODUCTION

1.2.1 VISION, MISSION AND OBJECTIVE

A business organization must have a strategic and good vision for a business to run smoothly and to accomplish it's mission and objective.

i. ORGANIZATION VISION

- a. To be the most reputable supplier of Neo Saver in Sabah as it is one of the businesses that is rarely conducted by Bumiputra.
- b. To promote our local people on saving electricity in building blocks and fuel, thus to be recognized at the international level.
- c. To be an international Neo Saver manufacturer, supplier and exporter abroad and to be a competitive competitor with other company