

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

AGRO PAINT DECORATION ENTERPRISE

PREPARED BY:

MOHD. NAZRI ZIKIRI	2007297182
NOORZAZILAH BINTI ABDUL KARIM	2007292892
DG SALMIAH BINTI TAHIR	2007292856
JAMIL ALIDIN	2007292826
S.SHAIFUL NIZAM B.A.M	2007292844

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1.1.2 Introduction

We are the one of business that produces paint which have a smell of fruits. Our business was located at Industrial Zone KKIP Selatan, Kota Kinabalu, Sabah. We choose this area because the area is proximity to our product resources, low cost rent and strategies place to sell our Agro Paint to suppliers.

The existence of various customers' needs and wants for the paint creates the opportunity for us to fulfill it. This is because the paint who produces by other company still cannot afford to fulfill the need and want of customers. In which, there are several groups of people who have a problem with smell of paint produce just now and need a paint which can make them feel relax and comfortable.

The usage of extraction of fruits as flavors of our paint, make our products possesses a physical form that is required to fulfill human wants directly and indirectly and it might to ensure the better health and happy life for the people. In which, the users of Agro paint will be more comfortable, relax and indirectly the agro paint also become as an agent of reducer stress.

From our view, we believe this business has potential to be developed accordance to the advantages;

- It's Less of chemistry mixture
- New innovate which has not been discovered
- Have a few smell of fruits