



MNI PIPELINK INVENTION SDN. BHD.



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EXECUTIVE SUMMARY

MNI Pipelink Invention Sdn. Bhd. was established on 2 March 2021 and located No. 26, Lot 5A, Jalan Persiaran Teknologi, Taman Teknologi Johor, 81400, Senai, Johor. Our company is producing Duo' Flux which are double pipes with soap which is the combination of two pipes where one pipe will drain the clean water whereas another pipe will drain soap water. The mission of our company is to be the best company that maintains the highest quality product and services for total customer satisfaction and to be a creative innovator by continuously adapting to new technological advancements & exploring new products & solutions that serve our customers better. Whereas the vision is committed to being the number one plumbing maker in Asia and serving customers with innovation.

The MNI Pipelink Invention Sdn. Bhd. sets a target market based on demographic value and geographical variables. These target markets are important to our businesses because they improve marketing performance and give us the ability to provide better and higher-quality products to our customers. However, because we are fresh to the market, we must contend with the competition. We take risks in order to compete in a healthy manner since we understand that each firm will confront its unique set of obstacles and risks. We decided to plan our business carefully as our main target is to gain more profit and we are practicing 4P's which are product, price, place and promotion.

We believe that our Duo' Flux can be one of our successful products because our company was the first in Malaysia to come up with an innovation of a pipe with two taps and waterways that will solve people's problems when washing their hands. Aside from that, our firm provides high-quality products at a reasonable cost. Our company did some research to figure out what the customer wants and needs. We've also established alternatives in order to meet client demand and position the MNI Pipelink Invention Sdn. Bhd. brand in the minds of customers.

Marketing, Production, Organization, and Financial Plans are the four plans that make up our business plan. To advertise our product in the market, we used media advertising and sales promotion. When launching a business, one of the most important factors to consider is the operating strategy. We must ensure that our organization is capable of meeting and exceeding our customers' expectations. However, before moving forward with the project, make sure that the

organization can deliver the product that was envisioned in the marketing plan.