



اَوْنِبُوْرَسِيْتِي تِيْكِنُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF MECHANICAL ENGINEERING**

**DIPLOMA IN MECHANICAL ENGINEERING (EM110)**

**J4EM1105B**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**N.I.T (NEW IDEAS TECHNOLOGY)**

**GLOVE MARKER**

**PREPARED FOR:**

**MADAM THAHIRA BIBI BT TKM THANGAL**

**PREPARED BY:**

MOHD FAKHRUNABIL BIN MOHD FAREED	2014421322
LUQMAN HAKIM BIN SIMPOL	2012255894
SHAHIJAH BINTI LIBON	2014464532
SITI SARAH ZAHIDAH BINTI NAZRI	2014496802
NURUL NADHIRAH BINTI SHAARI	2014817208



## **ACKNOWLEDGEMENT**

This project of ours wouldn't even have gotten started without the involvement and aid of multiple parties. Their contribution to this cause is greatly and sincerely appreciated.

First and foremost, we are grateful for the guidance of our beloved ENT 300 lecturer, Madam Thahira Bibi bt TKM Thangal as she helped us to learn the do's and don'ts upon completing this project. In addition, we would also like to thank our parents for the enormous support that they have contributed, financially as well as mentally. Furthermore, we would like to be grateful for the Universiti Teknologi Mara for giving us a platform to produce our project. Finally, we'd like to thank our classmates and other parties who have not been mentioned for their sincere aid towards the completion of this project.



## TABLE OF CONTENTS

TITLE	PAGE
LETTER OF SUBMISSION	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
EXECUTIVE SUMMARY	4
1 INTRODUCTION	5
2 PURPOSE	6
3 BUSINESS BACKGROUND	7-9
4 BACKGROUND OF PARTNERSHIP	10-14
5 LOCATION OF BUSINESS	15
6 ADMINISTRATION PLAN	16-19
7 MARKETING PLAN	20-35
8 OPERATION PLAN	36-46
9 FINANCIAL PLAN	47-66
10 CONCLUSION	67-68
APPENDICES	69
PARTNERSHIP AGREEMENT	70-73



## **EXECUTIVE SUMMARY**

This report was done as a step forward to produce even better quality methods and equipment of teaching and presenting.

The investigation that has been carried out showed that the improvement for white board marker pens has long been overdue. The current marker pen that has been used for more than 60 years should and will have a better version of itself for years to come.

In this modern world, education has been a vital part in our growth to becoming a more advanced society. Thus, if our current educational methods and tools aren't updated, we might stumble upon certain delays in our progress to achieving a better future.

The Glove Marker would certainly be of aid to the teachers and lecturers who tend to have a fast paced teaching routine. Our product could also be a step forward for graphic designers and other courses such as that to present their ideas and projects more freely and more attractively.



## 1. Introduction

Our company named New Idea Technology has just been established in Malaysia as a company which aims to improve household items to achieve its maximum potential. We have found an innovative way to provide higher efficiency in learning session by introducing “glove marker” to the market. As learning is an ongoing process, it has become a part of our life. Whether at school, home or office, markers have been used as daily tools to express ideas and teach people. The Headquarters of our company is located in the Southern Region of Malaysia and we chose Bandar Seri Alam as our location of business. One of the factors is because this city is also known as “city of knowledge”. There are many higher and lower institutes such as UITM Pasir Gudang, EXCELSIOR International School, UniKL, tuition centres, kindergartens and many others thus we can market our product to the educators. Our registration date of this business is on 24<sup>th</sup> June 2016 and starting date is on 24<sup>th</sup> July 2016. Our future prospects of this business is that we aim to commercialize our product internationally around the world, and become a step forward to a more advanced future.