FACULTY OF CHEMICAL ENGINEERING

DIPLOMA IN CHEMICAL ENGINEERING (EH110)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

NAFAS.CO

PICO PAINT

PREPARED FOR:

MDM THAHIRA BIBI BINTI TKM THANGAL

PREPARED BY:

MOHD. NAJIB BIN KAMARUDIN	2016800984
NIK AHMAD FAISAL B. NIK MOHD AZLIN SHAH	2016800434
ARIF AMANI ANWAR B. KHAIRIL ANUAR	2016800472
SAHIM WAFIY B. MOHAMAD RAZLI	2016698312
MUHAMAD AZRUL AIZAD B. MOHAMED SAADUN	2016800888

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- Mohd. Najib Bin Kamarudin(General Manager)

- Arif Amani Anwar Bin Khairil Anuar(Operating Manager)

- Muhamad Azrul Bin Mohamed Saadun(Marketing Manager)

- Sahim Wafiy Bin Mohamad Razli(Human Resource)

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We also owe acknowledgement to our family for their support in no matter what we do.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Development of Pico Paint began in January of 2016 and the first version was released on February 2016 . It was developed to significantly improve the way today's workforce manages projects. With the rapid usage, the product offers many advantages to small project manager or event manager , as well as the thousands of other people who do painting works in their daily life or in project/event.

Pico Paint will be positioned as a helpful tool that enables people to do painting works onto small object without wasting paint . This product is also convenient to use because of it size. There is currently no other company that produces this type of paint spray with this small size .

It will be packaged and sold in retail markets where paint are sold, sold through our booth, sold via our own website NAFAS.com.my, sold via targeted direct mail campaigns, and also sold through cooperative education instituition.

The potential market for the product is very promising. This is because the high demand in using paint especially among students, artist, painters and etc. Our company estimated 1000 units will be sold in the market.

The Management Team members have strong backgrounds in Business Management, and Accounting. The general manager was once who experienced in business for open up a fruit stall in chow kit, the VP of Product Development was formerly the kitchen manager in McDonald franchise in Batu Pahat, the VP of Finance was previously a manager for a shoe boutique in KLCC, and the VP of Marketing was formerly an event manager in such big running events in Malaysia.

1. Introduction

Our company's name is NAFAS Enterprise. Our business is made to focus to especially students project framework. We have registered our company on 31 August 2019. Our businesss' date commencement is on 31 September 2019. Our company sells Pico Paint to reduce burden that students facing while doing their project. Our project is made up from a mixture of 50 mL of acrylic paint with 50 mL of water which widely used to spray paint onto a small surface area object. There are a few reasons why we chose this particular business. The first reason is there are no other product like ours in Malaysia's market yet. The second reasons is we ease our consumer's work in doing their project work.