



UNIVERSITI TEKNOLOGI MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS NAME :
VORTEX ENTERPRISE

PRODUCT NAME :
PORTABLE AUTOMATED WHITEBOARD ERASER

PREPARED FOR :
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EXECUTIVE SUMMARY

Vortex Enterprise is a partnership form of business consisting of 6 partners. Each of us works on different position such as General Manager, Assistant General Manager, Operational Manager, Marketing Manager, Financial Manager and Administrative Manager. We have selected "Portable Automated Whiteboard Eraser" as our business and decided to start our business at No 30 Jalan Siakap 4, Taman Pasir Putih, 81700, Pasir Gudang, Johor. This location is very strategic to attract customers.

We registered our business on 16 January 2016, while the date of our commercial is on 29 February 2016. Each of us at least has 1 year of working experience. Each of us contributed our money and also loan from bank in order to establish the capital for our business. We have partnership agreement and each of us need to sign it by as to show that we have agreed with the terms and condition.

Last but not least, we are expecting that our company, Vortex Enterprise will become a well-known company for providing trusted equipment in the academic institution that bring benefits to the society and much more to the future.

Introduction

The concept of Portable Automated Whiteboard Cleaner is a start-up business that has been formed recently in Pasir Gudang, Johor as a home Whiteboard cleaner retailer. Our company is considered unique due to the type of product that we sell which is a automated whiteboard cleaner as well as several other product whiteboard duster that are uniquely similar. This product is an innovation and fusion of ready-made items such as the roller, motor and Arduino. It has already been created by certain university or college and we hope to be able to bring such productive technology to our country's market.

In Pasir Gudang, Johor, there are 70 primary school, 36 high school and around 20 IPTS/IPTA/College. Approximately 110 unit of whiteboard that are used in high school and 50 unit of whiteboard are used in primary school. There are certain of primary school which using a whiteboard and certain are still maintain with the old fashion which is blackboard. Mostly in IPTS, IPTA and College are using the whiteboard. Others is a tuition center, office, house and site visit's cabin. We bringing this new design to make the teacher, worker or student to make simple in cleaning the whiteboard. Our target is focusing on the academic institutions. As Pasir Gudang grows and more academic institution areas are expanding, Portable Automated Whiteboard Cleaner will be able to provide each whiteboard with a good service product that are ready and affordable.