



## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BASA ENTERPRISE**

**BANANA SLICE MACHINE**

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## **ACKNOWLEDGEMENT**

First of all, Alhamdulillah and praise to Allah S.W.T for giving us the opportunity to finish this business plan successfully. With the gust and guide from Him, we are able to complete this business plan on the time that had been given. With the strength He provides us, we able to find the materials and information needed to finish this project.

Second, we would like to express our gratitude to our very dedicated lecturer of Fundamentals of Entrepreneurship (ENT 300), Mr. Ahmad Nur Misuari Bin Ibrahim for everything he has taught us. His dedication in providing us with knowledge on becoming a successful entrepreneur has helped us to complete this business plan on time. He has taught us on how to solve problem regarding entrepreneurship and always giving us advices in finding suitable materials and information for this project. We will always be thankful for all his love and support.

Furthermore, we would like to thank all our classmates (J4EM1105F) for always helping us out. We would like to thank them for sharing their opinions, ideas and information that they provide us to helps us to complete this business plan.

Last but not least, a very special thanks to each of our group members, Muhammad Aqil Ziqry, Muhammad Rafiq Amsyar, Noor Syahida and Muhammad Akmal for the time and effort they have put in to complete this business plan. For every difficulty we faced, we support and helped each other in solving the problems. Our only goal is to complete this business plan right on time with the correct context.

## **EXECUTIVE SUMMARY**

BASA ENTERPRISE sells and repair a product called Banana Chip Machine. This business proposal presents our business description, activities and goals within three years forecasted business period.

We start our business in Jalan Pekeliling, Pasir Gudang, Johor which is a developing city. Our mission is to invent products that can chop the banana faster for easiest to make banana chips.

Our client is customers identifying as middle and low class who want consume with affordable price of product. BASA ENTERPRISE offer banana chip machine to make banana chips faster. We offer this product to new entrepreneur who sells banana chips. By using this machine their banana chips can sells more.

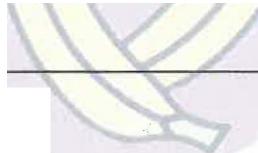
Our company guarantees that our products is affordable our product comes with service such as maintenance and spare part. We provide free maintenance service for the first 6 months. This will help user to have less worry about the cost if the machine has a breakdown. Plus, it is unlikely that the machine to have any problem in the first year operating due to it can only handle medium production rate. We also provide spare part for the machine in case the machine has broken part such as the motor.

The management BASA ENTERPRISE consists of 4 lead workers which is Muhammad Aqil Ziqry, Muhammad Rafiq Amsyar, Noor Syahida and Muhammad Akmal. Our workers have extensive experience in finance, businesses, sales and accounting. These four partners will be taking role responsibilities together instead different duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. This banana chop machine BASA ENTERPRISE will provide is sure to appeal to customers throughout the Johor especially Pasir Gudang area.

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