

Faculty of Electrical & Electronics Engineering

ENGINEERS AND SOCIETY

Assignment 2

Mapping CO,PO: CO4,PO12

CO4: Develop the entrepreneurship skill in engineering practice

PO12: Demonstrate knowledge and understanding of engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments

You are the owner of an electrical company and just start-up the company for some months. Provide a business plan of your company by following the main content as below:

1. Executive summary:
Include everything that you would cover in a five-minute interview. Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? Who are the owners? What do you think the future holds for your business and your industry?
2. Objectives:
Objectives might be annual sales targets and some specific measures of customer satisfaction.
3. List of products/services:
What are the pricing, fee, or leasing structures of your products or services?
4. Market plan/target:
Who you sell to? Production plan? Sale forecast?
5. Management and Organization.

Due date:

Note:

- Minimum 3 pages.
- Format: Font type (Times New Roman), Size (12), Line spacing (Single).

[30 Marks]