



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

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ASSOCIATION
BML11 AND AM110
TASTE IT ENTERPRISE

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 250,000 where the total contribution of each member is RM50,000

To say about fast food, many of us think that eating fast food is not good for health, but bribed by the public, social media and other related matters is the content of fast food. But not in Taste It, because we are concerned about the quality in the production of product release our core offerings of burgers, from a variety of ways ranging from the selection of raw materials, the production of minced meat, mix bread dough, fresh vegetables, drinks and fries always be an option for those who wish to enjoy any kind in their spare time.

In finding variations to Taste It, we took our meals in the main concept of the meal also for health, which for the production of bread dough, we provide some type of bread that can be eaten by all walks of life, especially for those who want to adopt a healthy lifestyle. Bread that mentioned among bamboo charcoal buns, hi-fiber buns, gluten-free buns, cereal buns, rice made buns and eggless buns. All this bread representing diet for those who want to enjoy a burger but in a healthy condition. Also for the content of burgers, the meat used is 100% meatsuch as beef, chicken, duck and also seafood such as prawn, crab, fish fillet and few more.

The sound maybe impossible to do, but through the help of several agencies involved, all this process has been monitored and fine-tuned to ensure the quality output our burgers. In addition, the selection of business site also become a focal point, for our shop is located near the ferry terminal, which has become one of the main city attractions in Kota Kinabalu not only by foreign tourists but also from local tourist ever since its privatization in February 2006. It also serves as the only ferry terminal for Labuan-bound passengers as well as the main and cheapest boat terminal for the Tunku Abdul Rahman Marine Park and Gayana Island.

Our business is expected to commence on 2016 and our vision is to make our company well-known, established and satisfied by our customer in order to expand our businessand to attract other fast food company to deal with us with a better price. This will be realized by the full cooperation and efforts among the partners to promote our company.

Based on the objectives above, we are venturing into food industry. Burgerproduction has the potential of being a profitable business if it is done in modern way with large scale and systematically managed. We will expect that our business will become more develope in the near future because with the new innovation in our burger, the demand will increase not only during any occasion but it might be a new daily snack. This will give more advantages for us to make our product more profitable and stable in the long run.

INTRODUCTION TO THE INDUSTRY

Cafe industry is a thriving and developing industry in the current century. With the growing expense of growing business and organizations, each of them seeks to spend a lot of time towards their daily works. Nowadays, many people have not enough time to get their balance diet because of their own daily works. This industry, will cover up their meals anytime they need. These products are very simple, easy, and good for health. Truly, this is a global industry for everyone.

NAME OF COMPANY

The name of this company is TASTE IT is the official sales and marketing for the high quality and the most reliable burger among Malaysia market. The significance for the name of TASTE IT as our company name is, burger represent the product that we sell. This is because to make people easy to recognise our company and easy to remember. TASTE IT is symbolized of high quality. We believe that quality is the most important aspect in our company and for sure quality is more important than quantity. We want our potential customers to satisfy with our product and soon to be our loyal customers.

BUSINESS FORM

Our business operation and administration will based on the Business Registration Act 1956(revised 1978) and our business carry on the partnership.

COMPANY ADDRESS

Taste It Entrepise, Jesselton Point Ferry Terminal, Jalan Haji Saman 88596, Kota Kinabalu, Sabah, Malaysia.

NATURE OF BUSINESS

TASTE IT is under food sector and the reason why we choose this sector as our main business is because we believe that Malaysia has the capacity and potential to become a market leader in this sector.

DATE OF BUSINESS COMMENCEMENT

The date of our business commencement is on 27th January 2016 and the reason why we cannot start in 1st January is because the arising of some disputes in registration process of our business.