



MARA UNIVERSITY OF TECHNOLOGY
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

TASIC ENTERPRISE
(BLACK PEPPER SAMOSA CHICKEN)

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In the name of GOD...

As a representative of TASIC Enterprise, I would like to say thank you to everybody, especially to all my partners, which is struggling together with me to finish this paper work. All of them are:

Cherlly Marcella Henry

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We as partners in this TASIC Enterprise, has sacrificed our time, our energy, our money and our effort to make our business plan work and thus, a good business plan.

We also would like to express our deepest gratitude and heartfelt appreciation to Sir Franklin for his continuous support and guidance in completing this assignment. It would not be easy without you. Also to our fellow classmates who are taking ENT300 for always giving us the updated information in making our business plan even more quality and feasible.

Even though this business plan finally complete, we here want to apologies for the entire mistake that we made, either directly or indirectly while completing this business plan.

The important thing while completing this business plan, we had learn the "know how" to become an entrepreneur. We can see the opportunity and chances in various things to apply it in our daily life. But the most important things is, it encourage us to become polish entrepreneurship abilities and not to depend on other people.

"We are young, but we had good advice and good ideas and lots of enthusiasm" Bill Gates

Truly,

(SAZLEE RIZUAN BIN MUSLIM)

General Manager of TASIC Enterprise

1.1 Introduction

Our company name is TASIC Enterprise. The name of our company represent the name of the partners of our company; (T) Tahir, (A) Ali, (S) Sazlee, (I) Irmah, and (C) Cherlly. Our company is actually involve in the manufacturing industry.

In the market, there is no company that sells frozen food like our product, Black Pepper Samosa Chicken. Of course, there many frozen foods like popia, curry puff, "keropoklekor", pau and dumplings, but none has yet to commercialize samosa as frozen food product.

Samosa was originated from sub-continent in their for centuries. As introduced by our Prime Minister, Dato' Seri Haji Muhammad Najib Bin Tun Haji Abdul Razak, the "1 Malaysia" concept, we would like to pursue this good will by introducing our product to Malaysian starting with Sabah. It is a healthy food product in the easy and fast way to obtain the nutritious component in the food. Ingredients like black pepper, anise, onions, garlic and chicken contributes to the health beneficial of our product.

We categorized our food as "snacks" for its easy to cook and consume points. It can be consumed in anytime of the day, provided it needs to be fried first before consuming. Our reason for choose this business because in Malaysia and specifically in Sabah, samosa is not a familiar snack amongs the local, and we as entrepreneur, grab this opportunity to commercialize samosa to be one of the leading food in the food industry.

The nature of the business is partnership. We choose partnership because we have the same goals and we equally responsible for the decision that we make during business. The business will be started with equality contribution. There is a partnership agreement that have been made in order to cover issues like how the profits are divide, the different roles and responsibilities of each partner, the salaries and etc.