

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

TERAS SAMUDERA ENTERPRISE

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B. EXECUTIVE SUMMARY

Teras Samudera Enterprise is a manufacturer and supplier of seaweed snack. We decided to venture into food industries because it is a big market and consumed daily. Seaweed can be found easily in the Sabah's seashore especially in the North West Coast area and South East Coast area. Seaweeds are popular in Japan, China, Korea, Taiwan, Thailand, Cambodia, Vietnam, Indonesia, Belize, Peru, Chile, Canada, Scandinavia, Ireland, Wales, Philippines, and Scotland. In Malaysia, seaweed is still not widely consumed but it is our aim to increase the awareness of our society by promoting healthy food like seaweed.

Customers

Teras Samudera Enterprise will focus on supplying seaweed snacks and beverages to retail market around the West Coast of Sabah. Our aim is to work closely with the retail shop to promote seaweed products to end customers. In the future, we are looking for opportunity to market our products in the East Coast of Sabah and the whole Malaysia.

Management Team

Recognizing the importance of human capital, Teras Samudera Enterprise has assembled a strong management team. The team is led by Ahmad Tamrin as the General Manager of this company. Mohd Hisyam Jais will lead the marketing efforts and Mohd Faizul Roslin financial skills into Teras Samudera Enterprise. Mohd Sabrie Majauwan will specialize in administration management and Mohd Asrul Asis will be on the team as Operational Executive. Teras Samudera Enterprise is an exciting set of individual that are hardworking and determined to achieve its mission with their own specialties.

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1.0 INTRODUCTION

Food industries are very much on demand. It is considered as an important thing in everybody's life. Processed food sales in 2004 alone are approximately US\$3.2 trillion. In US, consumers spend approximately US\$1 trillion annually on food which is 10% of its GDP. There are over 16.5 million people employed in food industry worldwide. Realizing the significance of the fact, we aim to establish a seaweed supplying company named Teras Samudera Enterprise.

Seaweeds are popular in Japan, China, Korea, Taiwan, Thailand, Cambodia, Vietnam, Indonesia, Belize, Peru, Chile, Canada, Scandinavia, Ireland, Wales, Philippines, and Scotland. Seaweed are rich in calcium, magnesium and iodine where is the one of healthy foods.

According to our research, demand for seaweed is increasing days to days. Plus, there are not many seaweed suppliers in Malaysia, especially here in Sabah. So, it is our aim to play a major part in this kind of product by specializing in seaweed with introducing different flavors to our product. We choose to establish a seaweed supplying company because there is a good future in it as it is able to expand and sustain profit.

As a supplier, all we need to do is having the right place, which brings benefits to us. Our proposed company will be located at Tuaran. The location chosen is suitable for us because it has many retail stores around that will be our potential customers and users of our services. It is also close to the main road making it easier for distributing activities.