



**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

ENT 300

Fundamentals of Entrepreneurship

CHICKEN CUBE ENTERPRISE

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DECLARATION LETTER OF ORIGINAL WORK

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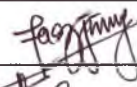


HM112- DIPLOMA IN FOOD SERVICE MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

We hereby declare that:

- This paper is the result of our group effort, work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and source of our information have been specially acknowledge

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Assalammualaikumwarahmatullahiwabarokatuh

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Thank you

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.1 INTRODUCTION

CHICKEN CUBE ENTERPRISE has been chosen as our company name and it is specially made from chicken lover for those who like chicken product very much as we do. We will and going to give a very out of the ordinary product our customer for those who loved to eat chicken product. By provided that, this will perfectly describe our motto which is "besotted by our remarkable chicken cube"

"CHICKEN CUBE ENTERPRISE" is manage by five dedicated executive, they are Nor Zamryah binti Kamarudin as the General Manager cum Administrative Manager, Fasiah binti Mohd Jimmy as the Marketing Manager, Siti Fatimah Young Izah binti Hang Jebat as the Operation Manager and Jamilin Rasyida binti Radzni as Financial Manager.

Generally, food service is our field of study and nature of service. CHICKEN CUBE PRODUCT had been created to promote the chicken cube that providing two variety of chicken cube which is chicken cube cheese and chicken cube spicy. Two type of chicken cube is specially made for our customer to give them the experience in various way with various superb taste from our variety of chicken cube.

We had determined to expose ourself in food service business because there will always demand from chicken product and its getting mushrooming every single day. Based on our survey, chicken product is preferable and very popular and had been chosen as the most priority rather than other type of product. Moreover, every generation like to consume chicken equally. Other than that, raw material for chicken cube product, which is chicken, is effortless to purchase and to handle.

For starting, we choose N.o 1, Lorong Perda Utama 1, 14000 Bukit Mertajam, Pulau Pinang as the location of operation and for N.o 1, Lorong Perda Utama 1, 14000 Bukit Mertajam, Pulau Pinang place to chicken cube enterprise product. These place has been chose for those operation due to the availability of facility such as transportation and it is near to educating building which is primary and secondary school and university. This situation is a benefit to CHICKEN CUBE ENTERPRISE to promote its product and be help with large interesting banner chicken cube company and sign board that surely capture the eye of customer.