



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300**

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Introduction to huda kitchen:

This special sambal was formulated by my late grandmother. This recipe was original from my grandmother, Saedah Binti Awang Kecil. The recipe was taken from generation to generation. And I am the fourth generation. It's my pleasure to share this wonderful taste with other. This year will be my third year of running business. The originality taste will attract interest from other. This is because the ingredient was so fresh. We buy the raw material from local people and some of them were planted by me at backyard. Cooking with love and passion also one of the reason this sambal taste incredible. We come out with six types of sambal. Which are sambal kampung (original), sambal petai, spicy jalapeno, sambal hijau, and sambal daging. I really hope the customer enjoy the taste, and have happy meal!!



Founder of Huda kitchen: Nurul Huda Binti Ahmad Tajuddin

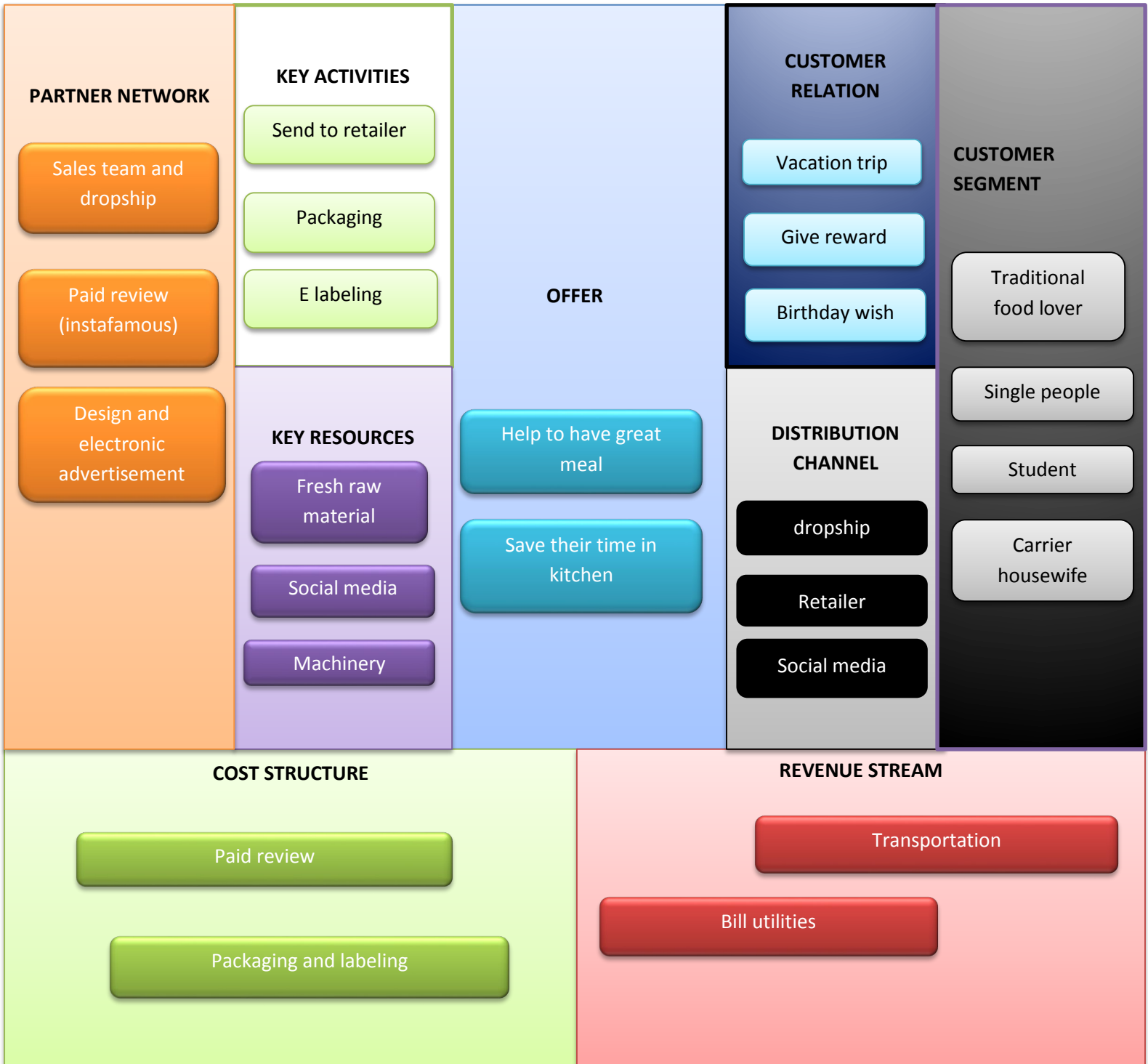
Product : various flavor of sambal

Location : kampung sawa, lenggong, perak

Business : Facebook (Huda kitchen), instagram (huda.kitchen)

Information





Value proposition

Value proposition

Huda's kitchen comes with various taste and flavor. This sambal comes out with many kind of taste. The intention come out this product is to help people make do their daily routine become easier. It will help the people to cut their time at the kitchen. This sambal is as easy as ABC. They just need less than 5 minutes before ready for a meal. All of this sambal can be mixed with other cooking style. We come out with five flavors, one of that is sambal tempoyak. If they want to make masak lemak tempoyak, they just need to use this sambal tempoyak. it will reduce their time and cost to survey for durian.

For those who don't have the equipment such as blender or mixer, this sambal will make their cooking be easier. They just need to open the tap of the jar and ready to eat. It's also suitable to eat with bread. As we know most of the people who I stay in house rent doesn't have enough equipment to eat, but then this sambal come to help make our cooking easier. They also don't have to keep this sambal in the fridge.

If they have problem in cooking, this will help them to cook and have the exact taste with restaurant served. For those who do not have cooking skills, this dish can help to ease their cooking. The taste of this sauce will increase their appetite. Huda Kitchen provides sambal with so many flavored suitable with many all-time cuisine. They also can add on other raw material to cook this, all they need is passion in cooking.