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MARA

**FACULTY OF BUSINESS MANAGEMENT**  
**DIPLOMA IN MECHANICAL ENGINEERING (EM110)**

**EM1106F1**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**CHEEDOS ENTERPRISE**

**DRIED CHILIES SEED SEPERATOR MACHINE**

**PREPARED FOR:**

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## EXECUTIVE SUMMARY

Cheedos Company is based on partnership where it consists of five members who handle important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. The business capital is RM55,777. Where the total contribution of each member is RM8,000 and the rest RM18,254 is from PINJAMAN TEKUN BSN.

Cheedos Enterprise is located at Lot 23, Jalan Lembah 19, Bandar Seri Alam, 81750 Masai. Cheedos Enterprise with slogan "the simple idea that can save your time" is a company which focuses on chilies seeds separator machine for home appliances. Our product is different from existing products. The common existing products for dried chilies seed separator is used only for big blended chilies industries. Our product is the only one that innovate this machine to small size so that people can have it at their home. The small size and user friendly gives an opportunity to this product to be one of marketable product as people love simple things to help their problem in daily life. Moreover, easy to fabricate and simple components to get gives a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Pasir Gudang and in a long term in Malaysia as well.

After making a research around local area where is in Bandar Seri Alam, Masai, Taman Scientax and Taman Rinting, most people are using conventional method to separate the seeds and somehow people do not separate the seeds before they blend the chillies to save their time. So, a mini dried chillies seeds separator machine are created to save their time and at the same time can reduce health problem (appendix). Furthermore the mini dried chillies seeds separators are easy to carry, easy to use, affordable, light weight, less noisy, does not use electric current and practical for small amount of usage. The potential user is on residential area where families and restaurant owner would buy the product since no one is using the dried chillies seeds separator machine at their place.

A survey has been done and that most of the residents of Pasir Gudang are interested with these products. The mini dried chillies seeds separator is affordable and helps them to reduce cutting and separating seeds process. Furthermore this product can give benefit to business owner because instead of paying people, the owner can buy this product to do the separating process before making blended chili. The estimated total of 100,000 people live is at Pasir Gudang area. There are over 100 survey forms has been distribute around Pasir Gudang, mostly in Tesco and Todays where people are concentrate here.

With a loan given from bank Islam we are hoping and wishing to make Cheedos be able to achieve outstanding demand from customers and give the best product to solve customers' problem in separating chilies seeds. Our business is expected to commence in 2017 and our visios to provide a good household which would increase the quality of foods. Cheedos Enterprise 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 developed in the near future because with the new innovation in our product, the demand will increase not only during any occasion but it might be a new must have appliance in home. This will give more advantages for us to make our product more profitable and stable in the long run.