



UNIVERSITI TEKNOLOGI MARA

SM SPECIALIST

“BURGER ATM”

TECHNOLOGY ENTREPRENEURSHIP (ENT600) NEW PRODUCT DEVELOPMENT

FACULTY AND PROGRAMME : FSKM/CS249

SEMESTER : 6

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1.0 EXECUTIVE SUMMARY

SM Sdn Bhd is located at Kuala Terengganu, Terengganu and was opened on 13th January 2010 and has been operated for ten years. It is a partnership company among the siblings and focuses on selling and providing services of vending machines around Terengganu. SM Sdn Bhd's main product and service is Burger ATM vending machine.

