



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP
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Thank you.

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EXECUTIVE SUMMARY

Following the technology advances and social trends, many people are in search for good services and good quality with unique concept. Be it restaurants, café, movie theater, and other source or enjoyment, people want it to be in good quality, services and uniqueness. Though nowadays there are many types of good quality and services with unique concept of business ideas, it's still hard to reach the consumer needs. Here, there is an opportunity of doing a business of food oriented and amusement oriented. Since consumer nowadays crave for uniqueness, it is a good opportunity for entrepreneurs to do a fusion of food-oriented business along with unique concept of amusement that can be enjoyed in one place. This type of business goes well with nowadays technology advances and social trends.

My vision is to be the entertainment and fresh food provider to consumers of all different ages in this business industry especially in the domestic area and located in Kelantan. The company will be licensed to purchase supplies from authorized suppliers to make this food and therefore we are strategically located in the best location for a production plant.

Lastly, my mission is aimed to be the one and the most unique arcade café that creates both quality entertainment and quality food. In addition, my objective is serving fresh food and various types of fun arcade video games that a wide range of ages can enjoy and have a sense of nostalgia to older consumers. Therefore, I recommend this food with all types of income levels because the price of our jersey is reasonable and affordable.

Project Description – Before Activity

Food is something that is inevitable in our daily lives, we need to eat at least 3 times per day. So, my main goal is to produce food that a lot of customers like because the product can be marketed in local and international markets and that is why I want to try creating something unique. I went to various locations to find information about the food that most customer liked. After research, I identified that customers more prefer western food.

Next, after that research I searched for some information on the internet about what it takes to start a business, looking for the supply needed to make this product and calculate the capital required to buy the supply needed.

After that, the product has been made and named as a Chicken Dinner. This product has been promoted on social media such as Facebook, Instagram and WhatsApp and only must wait to be ordered.

Finally, the product was sold by being placed in my house. I provide delivery service or pick up yourself on the premises if the customer wants. We also accept bookings for occasions such as Birthdays, Weddings, and others.