



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENUERSHIP ETR300

PENTA WATER ENTERPRISE

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KEPADA SESIAPA YANG BERKENAAN

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INTRODUCTION

PENTA WATER Enterprise is the name for this partnership business and the entire partner accepted it. Our business will produce a nature mineral water and we have agreed to choose Survivor as the name for the product. We were produce two type of bottle. The first one is the 500ml and the second one is 1.5ml. We will deliver our product around Sg Petani, Alor Setar, Seberang Jaya, Penang, Kulim and Jitra. This is only for the starting and we hope we can go more in this business that mean in three or five years, we can entered a market in Perak. To make sure this project can successfully achieve we will operate at Lot 568 Kampung Titi Ayun, Yan Kedah. We chose that place because we were depend on the resource that is natural mineral water. Kampung Titi Ayun is situated beside the Gunung Jerai and has a waterfall. So we easily found the water. Actually Lot 568 is own by the general manager. So it become easier and we can reduce the cost of project. We have found that the water at that area is good and ministry of health also has done a research about it and they approve that the water is satisfied to be a mineral water. Our partnership businesses have start at 15th July 2002 and we will market our product at 1st January 2004.

We chose this type of business because it has a good future and there is just a little Bumiputera company run this type of business. So we hope that our company can fulfill this lack of number of involvement of bumiputera in this type of business. The management of the company is starting from here. We have five departments with five



functional managers. There is General manager, administration manager, operational manager, marketing manager and financial manager. All of the process will be done at Lot 568 Kampung Titi Ayun either office matters or operational matters (factory).

That means we will build an office and our factory together. So it will save our cost and easy to control and manage the operation of the company.

Finally is business potential. From our researches we have found that this type of business have a good future a can give a lot of profit if we manage in the right way. As we know people nowadays want something good for their health, so this type of product is the answer for their needs. Although we have a lot of competitor we actually confident with our product and believe that our product can get a place in the market.