



MARA UNIVERSITY OF TECHNOLOGY

ETR 300

FUNDAMENTALS OF ENTREPRENEURSHIP

SOS KICAP PEDAS

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1.1 INTRODUCTION SABAH DE SALSA

Sabah De Salsa is a business that manufactures and supplies spicy ketchup sauce for companies such as supermarkets, restaurants, and bazaar in Sabah. By having this business, we can create a healthy competition to other entrepreneurs as only a few companies produce similar product locally.

Sabah De Salsa is located at Kolombong, Inanam. We chose the locations because it is near to our suppliers and wholesalers.

We strongly believe that our business has a huge potential of profit. So we must provide good quality of products. As our business grows, we will continue to fulfill the needs of our community as they are increasing.