



BUSINESS PROPOSAL

"FIRQAM ENTERPRISE"

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EXECUTIVE SUMMARY

The local food movement is now spreading globally, yet is not well understood. To many, local food is exclusively about proximity, with discriminating consumers demanding higher quality food grown, caught, processed, cooked, and sold by people they know and trust. But an equally important part of local food is local ownership of food businesses. This is about the full range of locally owned businesses involved in food, even though we are small food enterprise business; we are primary producers, manufacturers and retailers. Our focus is local and global markets in near future.

Our business mainly focuses on Peninsular Malaysia because we discover that it is very rare among competitors produce banana chips business solely on certain states. Therefore we are created FIRQAM Enterprise to produce the innovation traditional food in Malaysia and our customers could experience the unique food product from our company.

An equally important part of local food is local ownership of food businesses. FIRQAM Enterprise is a food business that focuses on banana chip based on cocoa. This company runs by Manager Support with five other executives from different department which are Financial Executive, Marketing Executive, Operation Executive and Administrative Executive. Each executive is responsible to fulfil organizational goals.

Some dismiss the recent rise of local food and FIRQAM Enterprise is just a passing fad. We see it as the natural consequence of the improving competitiveness. Not only are FIRQAM Enterprise is a more market savvy, but we are also taking advantage of the growing diseconomies of global food businesses. Long, nonlocal supply chains, for example, are increasingly vulnerable to rising oil prices. It's true that FIRQAM Enterprise face special challenges from their modest scale in leadership, finance, marketing, and technology, to name a few but we are also developing impressive ways of overcoming them.



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