



اَوْبُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CERYL SDN BHD “EDIBLE CUTLERY”

COURSE: TECHNOLOGY OF ENTREPRENEURSHIP (ENT600)

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1.0 EXECUTIVE SUMMARY

Ceryl Sdn Bhd is a company that produces edible cutlery based on green technology which is eco-friendly and nutritious. The company has opened a restaurant that uses a nature concept as the signature for the menu, food presentation and also the interior design of the restaurant. Edible cutlery is used for the whole food presentation to the customers, and also been sold as a restaurant's merchandise. Ceryl restaurant is the first restaurant in Malaysia that uses edible cutlery for the food presentation and this has become a main attraction to the restaurant itself. Besides, the restaurant also offers merchandise and gifts from these edible cutlery to the customers.

1.1 Company Background

Ceryl Sdn Bhd is established from the idea in producing an eco-friendly product. Nowadays, green technology become a trend where almost every product come out with the feature of eco-friendly. In Malaysia, there are no such product of edible cutlery is locally selling unlike in India. Therefore, we take this opportunity to establish a unique product of edible cutlery with our own recipe and innovation to go through into the market.

1.1.1 Company Profile

Name of the company: Ceryl Sdn Bhd

Restaurant Address: Lot G-03A, Ground Floor, Pusat Perniagaan G 35, Jalan, Desa Pandan, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

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