

DIPLOMA II, _____ICAL (EM110)

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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

MEGAH ENTERPRISE

COCONUT MILK SQUEEZER

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Executive Summary

Coconut milk, which been a vital ingredient nowadays in making dishes and deserts. Malay's and Indian's food cannot get rid from using coconut milk in their dishes such as curry, cendol and kinds of masak lemak. People nowadays especially housewives using the old method to get the coconut milk which means they squeez the coconut husks by their hands manually. This method is quite late and make their hands uncomfot by the effect of the coconut oil. Eventhough they can just buy the coconut milk at the markets or grocery shops, but it will cost them much if they want to use coconut milk in a large quantity compared by producing it by themselfe using coconut milk squeezer. That is why we come out the idea of portable coconut milk squeezer which is moderate in size and easy to conduct.

Nowadays, there are many machines that have been made to help us to squeeze the coconut husks especially in the industry. Most of them using motor and the size is big and heavy weight. It is not suitable for the housewives or small industry. By using our machine, it is more suitable since it is moderate in weight and portable. Furthermore, the advantage of our machine is it can producing saturated and non-saturated coconut milk. The container have two compactments which the left side is for the saturated part and the right side is for the non-saturated part. It has two channels for the saturated and non-saturated coconut milk. The process of producing thecoconut milk begin by grating the coconut to get the husks. Then it is wrap in a fabric filter before put in the squeezer container. Next it will be compress to get the clean coconut milk. The reasons of using the fabric filter is to produce a clean coconut milk and make the container easy to clean.

1. Introduction

The name of our business is Megah Enterprise. We name our company based on our moto which is "Proud to serve". The nature of our business is based on food services. The industry profile is came from the making of coconut milks that take a long time to produce in large quantities. Thus, we decide to built a machine based on this issue.

The location of our company is Pekan Parit Raja,Batu Pahat, Johor. We chose this location is due to market strategy. The date of our business commencement is on 22nd September 2013. The factor in selecting the proposed business is due to take a long time to produce coconut milks in large quantities. We already set our future prospects of the business which is we want our product achived national standard and give contribute to the community.