



اَوْبُو تِكْنُوْلُوجِي مَارَا  
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**ENT 300**

**PESCADO ENTERPRISE**

**AUTOMATIC FISH SCALE REMOVER**

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## EXECUTIVE SUMMARY

Our company, Pescado Enterprise is made up of five partners each with their respective backgrounds. But no matter what our differences may be, we aim to produce a product that would later be sold to generate income for our business.

One of our company's key performance indicator (KPI) is to ensure that customer satisfaction is the highest quality possible. Another KPI is the assurance of the safety of our customers when they use our company's product. These two KPI's are the main focus of our company and will continue to be so until another area that a KPI is needed.

Our company's policy is always to put the customers' needs above everything which will cover the two KPI's mentioned earlier, customer satisfaction and also their safety.

## Introduction

### 1.1. Pescado Enterprise

The reason as to why we came out with the name Pescado Enterprise was because we are focusing on the food processing industry mainly on fish. The word *Pescado* itself means fish in Spanish and the reason we chose this name was because we want to create something new and unique to the industry. Furthermore, we want to carve out a name in this industry to be able to connect our product to our clients. As for the usage of the word *Enterprise* was because the company was founded by a group of five people. Hence, when the two words are combined, a new word is formed which is *Pescado Enterprise* with the hopes that our customers would be able to remember it after purchasing our products.

### 1.2. Manufacturing in the Food Processing Industry

As our business focuses mainly on fish which is one of the biggest contributor to the food industry, thus the nature of the business is based primarily on the food processing industry.

### 1.3. Industry Profile

Food is said to be one of the requirements to satisfy our basic needs. Without food, there will not be biological progress in our lives and therefore we would not be able to survive. Hence, our main objective is to concentrate mainly on fish as it is considered to be one of the highest product is demanded by everyone from the oldest to the youngest in the food processing industry.

Fish is known to supply enough proteins which is essential to us, humans. In order to make an impact on this industry, we have made a tool which could