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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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There a quite a lot of obstacles to completing this task, but with high dedication and support from others, the task is complete on time. I'm tried to take it as challenge in conducting the business. At the same time, I'm gained some knowledge in getting the information about making a business plan.

Additionally, I'm would like to expand our gratitude to our beloved parents and family members who gave us a great supported in term of emotional and physical from the beginning till the end of this project. Not only that, big thanks to my friends and classmates who provide us with great information, sharing comments and opinions and also continuous encouragement enable us to undergo the long days and nights for us to complete the assignment. Thank you.

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1. EXECUTIVE SUMMARY

Arroz Enterprise is a Malaysia based and world company that produce multi types of rice cooker for daily used. The company is a world class manufacturer of rice cooker that is set to complete in the highly competitive in manufacture and export of quality rice cooker. Serving in the manufacturing of various designs of rice cooker in the industry, we have produced more than 50 units of products for our clients' selection.

Arroz Enterprise involved in manufacture the product of Multi-rice Cooker. We progressively improve on our product designs, materials as well as the manufacturing process, in order to maximize product quality, reliability and customer satisfaction.

The business objective is to achieve a strong branding position as a household name in the rice cooker industry, which is renowned for product quality and service reliability. The company also committed to constantly provide creative, innovative and fresh rice cooker concepts in meeting customers' promotional needs. The business must ensure its items are bearing the logo of large multinational corporate institutions, both locally and multinational level.

The workers are going to be selected from a pool of talented and highly creative staff in Malaysia and also from any part of the world as the business grows. The company will make sure that we take all the members of our workforce through the required trainings that will position them to meet the expectation of the company and to compete with leading manufacturer of rice cooker in the Malaysia and throughout the globe.

At Arroz Enterprise the client's best interest come first and everything we do will be guided by our values and professional ethics. The company will ensure that we hold ourselves accountable to the highest standards by delivering excellent and neat jobs and also meeting our client's needs precisely and completely. The company will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for the clients.