



TIMUR BERSAMA ENTERPRISE

ENTREPRENEURSHIP (ETR 300)

BUSINESS PARTNERS

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Timur Bersama Enterprise is a new bumiputera's firm. Timur Bersama Enterprise produces only instant "keropok lekor" from the nature raw material like fish and sago flour to maintain it tasty. May be next times we will change raw material like fish with other seafood like cuttlefish, crab, prawn and many more. Therefore, these materials are option material in order to change the people tasty. Consumer not only focus only one but all according to individual favorite food. Favorite food is not same for each order because of their needs and wants. Here they have many choices according to the level of their life.

Timur Bersama Enterprise is operating at Kawasan Perindustrian Kuala Perlis, Perlis. This place is suitable for a new and small business like Timur Bersama Enterprise to operate. Because this is a new, place that have potential to further development. Therefore, Timur Bersama Enterprise will have the ability to compete and expand our business. Besides that, this place is also one of the strategic marketing spot in northern part of Malaysia.

INTRODUCTION OF BUSINESS

Timur Bersama Enterprise is a new firm that produces variety of instant 'keropok lekor'. Own by four members bond with Diploma in Industrial Chemistry making a better development for keropok lekor market, in the 21st century.

BUSINESS TYPE

We have chosen Partnership because of the characteristic itself. Besides, Partnership is formed under Business Registration Act 1956 (Amended 1978). More than one person but not more than 20 persons operate partnership. Partners would share to operate, contribute, capital, profit and loss of the firm's operation. Each partner is an agent of the firm and may take action on behalf of the firm. According to section 6, Partnership act 1961, they are collectively called as the "firm".

INDUSTRIAL OVERVIEW

From our research, we found that there is a small exposure in this business. As a new company that applied this kind of business, it is good to expand wider. Besides, we will also have perfect competitors that related to this business. Investment keropok lekor business can lead to a big amount of profit.

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