



**ENTREPRENEURSHIP  
( ETR 300 )**

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**CHILIMAS ENTERPRISE**

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## **INTRODUCTION**

CHILIMAS ENTERPRISE is a partnership company. It is a new competitive company wholly owned by Bumiputea. We invent a food product that are different from the other competitors and make our product better than they make.

Besides that, this business was involved only certain company in Malaysia and we are the new comers would like to try this business. We believed that we could companion. One more things that we are not wrong to choose this business it is because we are Bumiputera.

From our observation, they are about three to four companies already operation now. Nowadays, many companies cheated to the people by using Malay's name for their company. It is because many user of this product are from Malay and our race is very sensitive about legal and illegal. That is the way why their do that.

Apart from that, we agreed chosen CHILIMAS ENTERPRISE as our company's name. Our target now is to confident the people out there that we are run as a Bumiputera company and also our quality product.

Our business will be located at, Lot. 2517, Bt. 3, Jalan Bakti,42100, Klang, Selangor Darul Ehsan. The location is very strategic and far from competitors.

## FACTORS INFLUENCING CHOICE OF BUSINESS



### TO MAKE SURE PEOPLE FROM CHEATED

Run as Bumiputera company and consumers will not indecisions to choose our product.

### TO SATISFY PEOPLE NEEDS AND WANTS

Our product will easy to use because nowadays everybody wants everything as fast as they can. Usually restaurant and hotel use our product to serve their customer's order.



## FACTORS INFLUENCING CHOICE OF BUSINESS

### QUALITY AND CLEAN

Our company is always make sure that our product in high level to satisfy a consumers.

