



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

ENAK CUCUR ENTERPRISE

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EXECUTIVE SUMMARY

Enak Cucur Enterprise consists of four partners who are Norma binti Ibrahim as a General Manager and Administration Manager , Noor Suzianie binti Rodzee as a Operation Manager, Hariani binti Mat Hassan as a Marketing Manager, Rosnah binti Ismail as a Financial Manager.

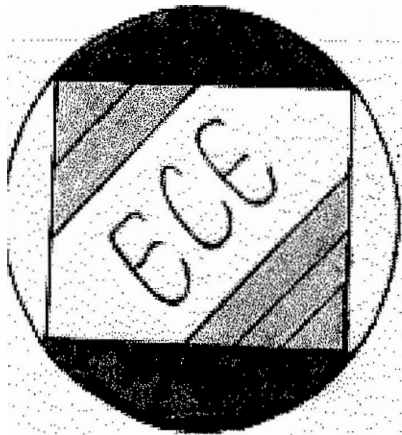
The services that Enak Cucur offers to customers are fresh and selling Malay Traditional biscuits. They are three we have chosen which called baulu, meneram and maruku. The concept of Enak Cucur is “ Mesra Pelanggan” which operates in Shahab Perdana near the bus station.

Factors that we consider opening this type of business because of the demand for the business is high and almost every customers love to eat the Malay traditional biscuits especially during the ceremony of Hari Raya, weddings and marriages and related parties .The three of biscuits is not only for older but also to the younger ones.

Number of workers that Enak Cucur Entrepreneur is 9 people. This because we want all the business operation work properly and effectively .With these workers , they will help to satisfy the customer’s needs and wants.

As a conclusion , we hope that this business plan will give clear overview about our business and show the ability of our business.

LOGO



Explanation of the company's logo.

- **ECE** ECE is a short form of our business from Enak Cucur Enterprise.

- **Circle line** - It shows a guideline for us to operate the business honestly according to the Islamic Shariah , human ethics and government policy.

- **Rectangle** - As a symbolic for our teamwork including of 4 partners such as General and Administration Manager, Marketing Manager, Operation Manager and Financial Manager.

- **5 lines** - It shows 5 types of the kuih as one business product such as kuih Bahulu, kuih Lapis, Marukku, Denderam and kuih Karas.