



FACULTY OF BUSINESS MANAGEMENT

**DIPLOMA IN BUSINESS MANAGEMENT TRANSPORTATION
(BA117)**

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

D CHAR KUEY TEOW

PRODUCT NAME

CHAR KUEY TEOW

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INTRODUCTION

1. Introduction (Arial 12, BOLD)

1.1. Name of the Business

D Char Kuey Teow is the name we have chosen for our partnership. Our specialty for our products is char kuey teow, one of the most well-known Malaysian dishes in the nation. The final "D" indicates the presence of a dream. Dream for the letter "D," which represents some people who will never have the opportunity to sample the scrumptious dish that will make their dreams come true. We are convinced that our foods will attract people to return over and over again. The "D" indicates that we are one of the restaurants that will make our customers enjoy their meals.

1.2. Nature of Business

The nature of our business is under food service industry which offer and made food for people around our place and from far away that make them taste the best Malaysian cuisine with reasonable and affordable price that may make both customer and seller satisfied. Our partnership provide Malaysia foods such as char kuey teow and variety of foods that made from scratch and high-quality ingredients and all of that are homemade. This will make people taste the differences between our restaurant than others that sell the same foods like us.