

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ENT 300 )

V-CHIPS ENTERPRISE

PREPARED BY:

MYRON JEMUT	2007205792
CASEY BRENT BAGAH	2007253788
PATEN NADIA HAMILIN	2007292956
LATIPAH OMAR	2007292963
SURIANTI RASID	2007205796

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## 2.0 INTRODUCTION

We are known as V-Chips Enterprise whereby our main product is 'Kerepek Bayam'. We are located at Kg. Malangang Baru, Tamparuli. We are producing and supplying our products mainly around Kota Kinabalu area. We want to develop an existing product which is 'Kerepek Bayam' by adding two new flavors; spicy and sweet.

V-Chips 'Kerepek Bayam' made from spinach leaves and without MSG (Monosodium Glutamate), which makes our product special and different from the existing one. Our product is made 100% plant based which is spinach that rich in benefits such as;

- Rich in Vitamin A which beneficial for weak eyes.
- Anti-ageing vegetable and reverse age related breakdowns.
- Benefit diabetics by stabilizing blood sugar and prevent it from fluctuating often.
- Prevent thickening and hardening of arteries due to a substances like Choline and Inositol present in the spinach that make sure blood arteries remain healthy.

From our point view, we believe that this business have potential to be develop according to some of this advantages;

- 'Kerepek Bayam' is not widely distributed yet.
- Our product is developed with new flavor and taste.
- It is 100% plant based and healthy.