

HOLA CHURROS



ENT530

ENTREPRENEURSHIP STUDY

HOLA CHURROS

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1. EXECUTIVE SUMMARY

- Food company that sells churros with different types of topping and dip
- Variety type topping and dip can attract many people especially young people
- Uniqueness in churros attract upper middle class people as they looking for unique food that currently hard to find
- Partnership incorporated as Hola Churros Enterprise - business partner that share capital among the partners
- There are no many competitors in this business because this business still new in food industry

2. COMPANY PROFILE

COMPANY LOGO



LOGO DESCRIPTION

Churros : Represent the product that we are making

Grain : Flour is the main ingredient of churros which is represented by the grains

HOLA : Hola is the Spanish word for Hello. Spain is the also the country when churros originated from

COMPANY'S BACKGROUND

HOLA Churros
Lot G15, Ground Floor,
No.8, Jalan Jelok Indah 2,
Taman Jeloki Indah, 43000 Kajang,
Selangor, Malaysia

3. ENVIRONMENTAL INDUSTRY ANALYSIS

Environmental industry analysis is a study or exercise done to assess the current industry environment. This exercise helps understand the various aspects and predict trends of the industry better and helps in many other ways.

The location influences business trades.

- Hola Churros located at Metro Point Complex Kajang. It is a rising city since MRT is about to be finished soon. Once the MRT construction is completed, people from other places will be accessing Kajang frequently.

Competitive Environment

- This business is still new to the food industry, so we take this opportunity to attract upper middle class people living there for looking for unique foods that are currently hard to find in Kajang. Therefore we believe that they will have their eyes on our product.

Product/Services

- Traditional in Spain and Portugal, from their origin. A snack that is easy to eat whether in the morning or throughout the day.
- The dough is a mixture of flour, water, and salt. Some versions are made of potato dough.
- Churros are generally prism-shaped, and may be straight, curled, or spirally twisted.
- Attract towards sugar-addicted people. Churros con chocolate are fried, sweet dough, covered in sugar and cinnamon.

Product improvement and new product

- Affordable price for everyone.
- Do not take long time to cook, just around 20 minutes and can be stored in an airtight container at room temperature for up to 2 days.
- As they are new in the food industry, many people do not know the product and it is quite difficult to sell.