



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مِيَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTAL OF ENTERPRENEURSHIP

Tempe Pak Gun

Prepared for :

Sir Ahmad Faisal Mahdi

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22nd July 2016

Dear Sir,
SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, We would like to submit our business plan for your analysis, evaluation and references, Tempe Pak Gun consultant and the site address are as mentioned below :

Details of the consultants are as follow :

- | | |
|--------------------------------------|------------|
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1.2 Business Summary

Tempe Pak Gun is the sole proprietorship business by Puan Noraini Binti Salleh, which at first she concentrated her selling goods on Tempeh, a traditional soy product originating from Indonesia and may expand her business whenever there are capability and chances is presented.

The owner of *Tempe Pak Gun*, Puan Noraini Binti Salleh is a very hardworking entrepreneur, who hates to give up and dare to take risk for success. The business began on 2011 and have help supported her family until now.

It was the idea of her husband to sell Tempeh at Oya, being that Oya is an untapped market when it comes to selling Tempeh. Taking the initiative, Puan Noraini Binti Salleh quits her job and began working on her own. It was hard at first but now, *Tempe Pak Gun* has become a successful business in Oya, where she become the main supplier of Tempeh. It is no secret that one of her reason of success is there is no direct competition in Oya to them.

Soon, Puan Noraini Binti Salleh begin to expand her business to Dalat and Mukah, and having Mukah as her main market, on being that Mukah is a town with high number of population and has a higher potential market size than Oya.

Now, *Tempe Pak Gun* not only available at Oya, but is now Puan Noraini Binti Salleh supplying her tempeh to Dalat and Mukah.

1.3 Introduction To Business Plan

The business plan for *Tempe Pak Gun* is proposed so that it can be taken by comprehensive manner. This business plan gives Puan Noraini Binti Salleh the opportunity to expand her business service in the future. The business is in form of Sole Proprietorship which consists of one entity, the owner herself, Puan Noraini Binti Salleh. The owner has agreed on our consultancy agreement. We choose this business because we see potential in *Tempe Pak Gun* which can be polished in order to gain more profit than they are making now.

In a nut shell, the consultancy is an excellent option for the owner to take part in because we can share our ideas and knowledge in order for her to gain more profit and achieve high effectiveness and efficiency of production from time to time.