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UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**DIPLOMA IN PLANTING INDUSTRY  
MANAGEMENT**

**“TE’CHU FISH NOODLES”**

**PREPARED BY:**

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**LECTURE’S NAME: MDM NORAINI BINTI SA’AIT**

## Submission Letter

TE'CHU FISH NOODLES

Medan Mall Mukah,

Setiaraja Boulevard,

Bandar Baru Mukah,

96400 Mukah, Sarawak.

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Madam Noraini Binti Sa'ait

ENT300 Lecturer,

University Technology MARA,

Cawanagan mukah,

KM 7.5 Jalan Oya,

96400 Mukah, Sarawak.

17<sup>th</sup> March 2017

Madam,

### **SUBMISSION OF BUSINESS PROPOSAL**

Adherence with pre-requisite for the complete of the course of Fundamental of Entrepreneur (ENT), we proudly submit to you the complete and final business plan for our group, TE'CHU Fish Noodles on this date which had been agreed before.

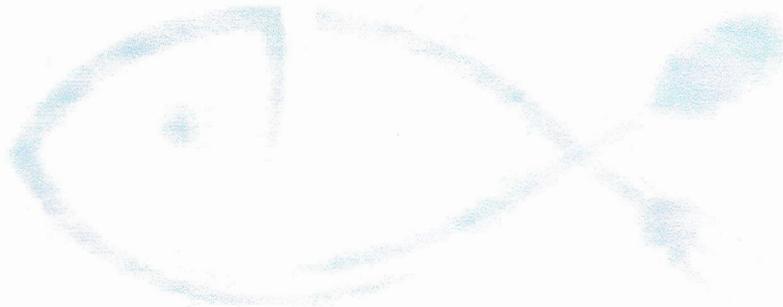
2. We will keep the knowledge, skills and information that we have gathered for our good in the future undertaking. We want to thank you again and if there any problem to this proposal, please let us know.

3. The business covers all aspects of starting the business administration, marketing, operation and financial status of company besides the objective of business that we have ventured into and to convince financial institution for financial help.

## INTRODUCTION

TE'CHU FISH NOODLES is the name of our business. Fish noodles is a form of partnership business consisting of five shareholders with experience in our own field and nature of job. All of these shareholders has agreed as stated in the agreement letter where the amount of capital, profit or loss will be divided as stated ratio.

We choose this business because less of competition from other business. In addition, demand for the noodles have increase. Therefore, we want to create a different and unique menu with added the fish in the dish. Nowadays, people wanted the healthy food for their health and boost energy. As we already know, fish is full with protein which is good for health and as energy boosters. So, this menu will attract people who want the healthy dish.

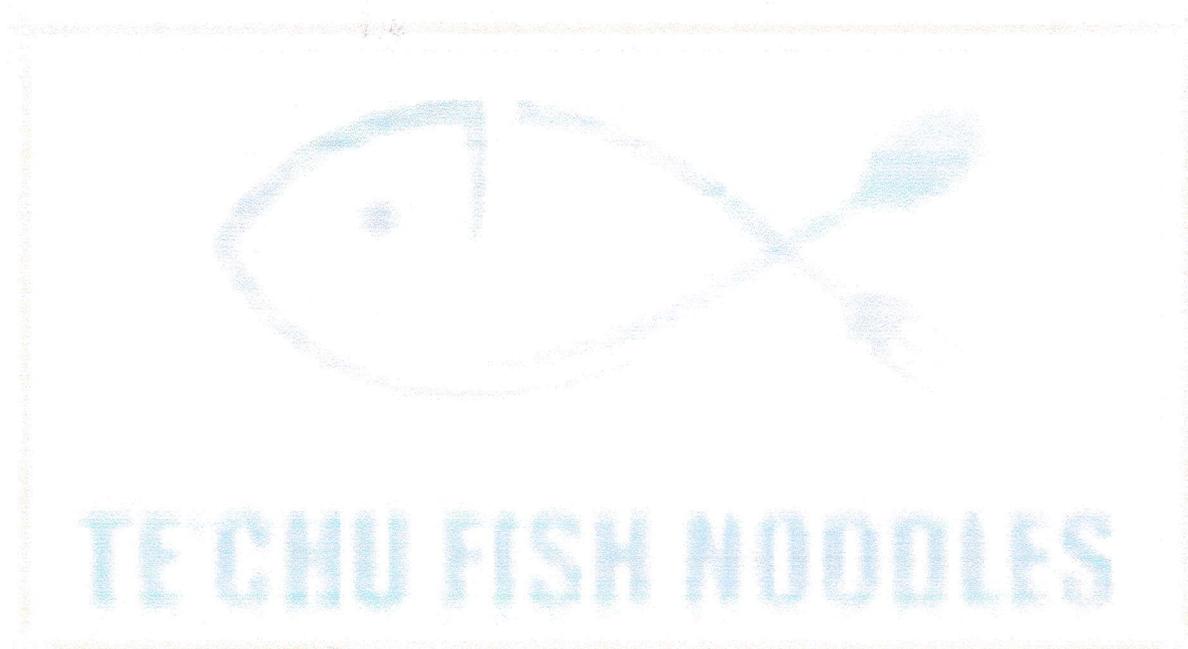


TE'CHU FISH NOODLES

## **NATURE OF BUSINESS**

Our main activity are to producing and selling fish noodles. The main product in our company is fish noodles. Then, we produce the fish noodles in two way that are, fried and soup. Customer also can take away or eat at our stall.

Our customized fish noodles can offer a competitive advantage which we hope will increase the value of customer and better service. Besides, we offer healthier dish for our customers.



## **FACTORS IN SELECTING THE PROPOSED BUSINESS**

The main reason why we choose on fish noodles because we notice that the population in Mukah, Sarawak likes to eat fish. We believe that we can fulfil that needs.

Besides, an interview that have been conducted to a number of people in Mukah area showed that no shop of fish noodles are founded and we expected that is no competition. We take that advantage to our company to stay long in this industry.

## **FUTURE PROSPECT OF THE BUSINESS**

We hope that our business can operate in a long time. We also hope that we can opened more restaurant in a future.

Besides that, our menu that we offering to customer will satisfy customer needs. We want to keep our fish noodles is in original teste and freshness.

## **PURPOSE OF BUSINESS PLAN**

The business plan is prepared for purpose of obtaining work capital loan from Maybank with total amount RM 6,200.

1. To clarify what the business is or what it intends to be over time.
2. A business plan will define how we would like to operate our business.
3. A business plan represents all aspects of business planning process.
4. To serve as an action plan.