



**UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU CAMPUS**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR300)**

“SUPERIOR CORNED BEEF ENTERPRISE”

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Basically, we are doing on the Entrepreneurship projects that might be includes some of friends in UiTM itself. Through this period, there are a lot of great and memorable experiences that we had shared and done together. We learned, obtained knowledge and facing sort of experiences while completing this business plan.

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As a General Manager of Superior Corned Beef, I would like to give a big thanked to all partners of "Superior Corned Beef Enterprise" for giving a full co-operation to complete this ETR300 (Entrepreneurship) group project. Thank you also for all the contributions and sacrificed in any other types of it.

Last but not least, hoping all of you will having a great time and have any some input while read through our "Business Plan", indeed, nothing's will change the Sabahan economic instead they are really wanted to succeed. We are hoping too; help the Sabahan community in the near future.

1.0 INTRODUCTION

The name of our business is “Superior Corned Beef Enterprise”. The form of our business is partnerships. The uniqueness and the competitive advantage of our business is even though we are doing on the partnerships business, but we are intend and curios to open the only one of the Corned Beef manufacturing in Sabah especially. It is totally up handling by the locals of Bumiputera Sabah. From now on, Sabah is unnecessary to import a Corned Beef from Sarawak or probably from China, because now we have our own the Sabahan Superior Corned Beef Enterprise outlets.

“Superior Corned Beef Enterprise”?? Why we choose the words of Superior? It is actually, to show our corned beef outlets are totally different from the corned that we have in markets now. “Superior Corned Beef Enterprise” is a combination of the meat itself with other types of ingredients. Shortly, our “Superior Corned Beef Enterprise” will be manufacture in variety types of taste. We only have two types of corned beef which is the Original Corned Beef and Spicy Corned Beef. We also manage to diversify our products in the near future.

The outlet is located at the:

SUPERIOR CORNED BEEF ENTERPRISE,

Kota Kinabalu Industrial Park,

Jalan Sepanggar, Menggatal,

88450 Kota Kinabalu.

Corned beef in Sabah especially has better prospects in the future because there are the continuous and demand of this healthy canned food products. The concept of the corned beef itself is basically based on the high protein with the low fat that serving for every prepared canned corned beef.