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**SABAH**

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**FUNDAMENTAL OF ENTREPRENEURSHIP**

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**BORNEO BATIK ENTREPRISE**

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## EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which compete each other. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well. Normally, entrepreneurship opens up business because want to get maximum profit with minimum resources.

. After we made some decision, we determined to produce Borneo batik as our product. Before we made this decision, we already did various methods to identify the chance in the business field. Nevertheless, our company name is Borneo Batik ENTERPRISE that established as partners' company. We will start our business on 3<sup>th</sup> July 2010.

We confident to run in this business field where we can gain our business opportunity. Our priority is to make sure our product accept and realistic to the consumer. Our business has a good opportunity to make sales and contribute to the economic development of our country. Belief that there is an existing business of batik, we are here to compete with them and put more effort to compete with them in our pricing and batik quality in order to fulfill needs and demand of customer.

Our target market is those of middle and high-income earners around Kota Kinabalu before expanding our business. We already did interview and observations about society needs and demands to analysis about our market size, determining our competitors, the sales forecast and the marketing strategies.



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## 1.0 INTRODUCTION

Malaysian Batik is famous on the east coast of Malaysia (Kelantan, Terengganu and Pahang). There are several batik types, namely batik tulis, batik cap and batik print. Batik tulis is handmade from scratching, waxing by canting and coloring using dye. The most popular motifs are leaves and flowers. Malaysian batik depicting animals are rare because Islam norms forbid animal images as decoration. However, the butterfly theme is a common exception. The Malaysian batik is also famous for its geometrical designs, such as spirals.

Here we wanted to promote Sabah-Malaysia batik whereby the Batik making is 100% is made by the Sabahans and the motif use in creating the batik is using the motif of Sabah tribe such as Murut and Kadazan Dusun. Instead of that we also use Sabah nature as the motif of our batik creation for example Mount Kinabalu, Orchid flower that are endemic to Sabah, Proboscis Monkey, and also the flora and fauna that can be found in Sabah. Besides batik linen, we also create other product that based on batik such as apparel: women dress and men t-shirt, bags, curtain, cushion cover, and tablecloth.

Why we choose Batik as our business plan:

- We want to promote Sabah Batik throughout Malaysia
- We want to create job opportunity to the locals and develop their skills in *Batik*
- We want to make sure that Batik will not extinct due to the advancement of technology and the globalization of peoples in the world.
- Due to the government regulation that stated the Government forces should wear Batik in Thursday throughout the year.
- We want to promote batik especially Sabah batik to the tourist
- Hospitality and Tourism industry are now promoting batik especially in hotel right now there are more to batik linen material in decorating their identity of room and also use batik as a uniform.

