

UNIVERSITI TEKNOLOGI MARA  
KAMPUS SG. PETANI

BUSINESS NAME:  
DAGANG NUSANTARA ENTERPRISE

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar,

**MOHD. AZHAR OSMAN**

Koordinator

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## CONCLUSION

Dagang Nusantara Enterprise own by five memberships with the amount of project implementation cost are RM <sup>141,902.49</sup>~~163,599~~ and the personal contribution are <sup>22,20.40</sup>~~RM66,796.80~~ per person. Dagang Nusantara Enterprise will fully operate on 1 January 2001.

This business is a manufacturing business that is producing a prawn paste. We are producing two-type quantity of prawn paste, which a 50-gram cube and 1 kilogram bundle. The prawn paste industries nowadays have many competitors but mostly the manufacturer running this kind of business are using traditionally method and low marketing strategy effort.

Our organization is making the industry to operate in a modernized way such as replacing the old equipment and method with new one. Even though we are facing a lot of barriers in making this changing but with the commitment and expertise of our organization member we guarantee this business will be successful in the future. We are confident about the business because the others manufacturer are using the traditional way in managing their business. Our company is using modern marketing strategy in distributing our product in the local market.

Our project location is at the Merbok area and our target markets are around Tanjung Dawai and Merbok area because they are many Malays population there. Our company factory and office side address are Lot 32, Jalan Sekolah Menengah Merbok, 08400 Merbok, Kedah Darul Aman. It is a strategic place for a prawn paste manufacturer because of the supplier factor, infrastructures factor, marketing distributor and safety of the surrounding factor. The population and economic growth of this location are rapidly changed and this is a good sign for our business because the need and wants of the area will be increase. The positive sign of the sosio-economic factor will make our business survive longer in the industry without any compromised.

## INTRODUCTION

**Name of business:** Dagang Nusantara Enterprise

**Type of the business:** Manufacturing Prawn Paste

**Industries overview:**

The food manufacturing industries are showing a positive growth. This is because our government encourages the Small Middle Industries (SMI) entrepreneur to participate more in the business. The government encourages the growth of the SMI with providing all the facilities that needed by the sector with all facilities that government provide, this is the best time for our business partner in joining the manufacturing business. When government introduce the second Industrial Master Plan (IMP2) the government with the help of its agencies had provided various facilities for the SMI sector such as training ground for the entrepreneurs, capital fund, helped moderate and develop the industries etc.

The current circumstances also shows that our country import based on product is mainly the food product. These shows that are country have low food supply. This is why we are invested in the food-manufacturing sector because we want to decrease the import of food product. The total demand for our country is highly elastic so to satisfy the demand we must produce more output that can meet the demand in the market.

Our country population also rapidly increases. That mean when the population increase the demand for the basic needs also increases. When we talk about basic need, one of it is food. The demands for food in the market are increasing when our government had introduced the policy to increase the country population to 70 million. That why nowadays we could see that a lot of fast food restaurant mushrooming in our local town. This shows that population is increasing and the capacity of our country in producing is still low. People will