

**UNIVERSITI TEKNOLOGI MARA  
KAMPUS SUNGAI PETANI**

**SRI PUYUH ENTERPRISE  
QUAIL FROZEN FOOD**

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**KEPADA SESIAPA YANG BERKENAAN**

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**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

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## **EXECUTIVE SUMMARY**

Sri Puyuh Enterprise is a business venture that owned by five aspiring Bumiputra entrepreneurs. The nature of this business activity are producing and retailing frozen food product based on quail.

Partnership is the formation of this project and the mission is to monopolize the North market and be acknowledge as responsible retailer and producer of innovative food product that gives value for money. Short term and long-term strategy have prepared as a guideline to compete with the existing competitors that have established. The total capital contribution for this business is RM 138400, where RM108400 from the partners and RM30000 loan from bank. We have chosen Mayban Finance Berhad to source our financial need.

This business plan contains all information about the administration plan, marketing plan, production plan, and financial plan forecasted. Partners are responsible to carry out their task. Job title of each partner can be shown below:

 Rohaniah Mohidin	General Manager
 Norhafisah Che Ani	Administration Manager
 Norbakhriah Sarbani	Marketing Manager
 Zarina Khairudden	Production Manager
 Aniza Haris	Financial Manager