

# MARA UNIVERSITY OF TECHNOLOGY

## DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY



### FUNDAMENTAL OF ENTERPRENEUSHIP

ETR 300

"SALT EGGS"

WARISAN ENTERPRISE SDN. BHD.

PREPARED FOR:

PM. NORSIDAH BT. AHMAD

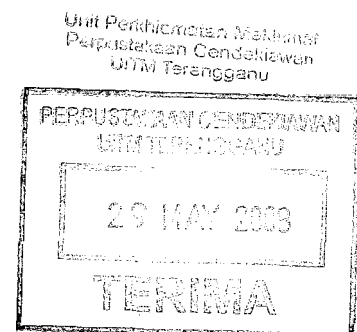
PREPARED BY:

NURHIDAYAH BT. ABD. FATTAH	2005157405
SHARINA BT. MURSALIN	2005158042
SUPIANTI BT. ABDULLAH	2005157922
RASIDAH BT. MUALIF	2005158081
NURUL AKMAL BT. OTHMAN	2005157709

OMD 50A

MARA UNIVERSITY OF TECHNOLOGY  
CAMPUS DUNGUN, TERENGGANU  
23000 DUNGUN

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## ACKNOWLEDGEMENT

Assalamualaikum w.b.t.....

In the name of Allah S.W.T. the most Gracious and most Merciful, we would like to express our thanks for this authority. As a student of Diploma in Office Management and Technology part 5 we had to accomplish our business plan (ETR 300). It is very challenging task so we would like to express our appreciation to the people who have been a great help in the completion of this project.

We would like to thank the entire individual and the organization that had given their best cooperation and support. First and foremost, thanks to Madam Norsidah Binti Ahmad our ETR 300 lecture for the guide that he had gave to finish our project. Also the instruction and information to complete this project paper.

Last but not least, Thanks to our group members who give full corporation in finishing this project May Allah bless all of us. Insya'Allah.....

Nur Hidayah

Sharina

Supianti

Rasidah

Nurul Akmal

## INTRODUCTION

Consistent by DPN3, commodity of producing livestock and result of producing livestock become more important, because it's already provide needs for food and natural material for food industries based on livestock in Malaysia. Livestock industries in our country already success in average of 7% (2001-2005).

In the term of 9<sup>th</sup> Malaysia Planning (RMke-9), lots of initiative using by government to increase the contribution of livestock and natural material sector in our country economy, whereas with the focus of four commodity of livestock result :

1. Duck Eggs
2. Cow Meat
3. Eggs
4. Fresh Milk

So, our company **WARISAN ENTERPRISE SDN.BHD.** decide to produce salt eggs and supply to others. Because, there is less number of businessman and businesswomen that are willing to involved in livestock industries and producing it in Dungun, Terengganu. It gives bright opportunity for our business to expand in the future and gain profit from it. The types of our business that we would like to involve in is partnership. Our business plan is to supply the salt eggs to customers and community.

We call our business as **WARISAN ENTERPRISE SDN.BHD.** Our business will be operating on January 2009. We have decided to locate our business at:

**Lot 1, Inkubator Industri Desa (IID)  
Kawasan Industries Pulau Serai  
23000 Dungun  
Terengganu Darul Iman**

From our observation, Dungun is a strategic location to start our business because of the environment that suitable for farming and process of salt eggs, and the place got basic infrastructures such as a main road to reach the town, an electricity supply, clean water and telephone line.

**WARISAN ENTERPRISE SDN.BHD.** is under manufacturing industry. We like to involve into this business because, this business can give us high profit, easy to build up the business, high demand and also support government in manufacturing industry.

In the future, we want to deliver our salt eggs around Malaysia. Our prospect in this business is to produce new strategy on delivering the salt eggs and want to be a major supply the salt eggs in Malaysia and International.

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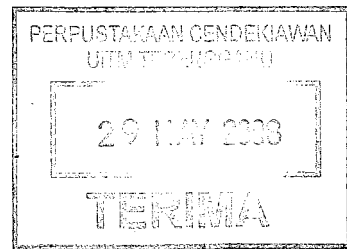
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Business plan for Warisan Enterprise:salt eggs / Nurhidayah bt  
Abd.Fattah...[et.al.].

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Unit Perkhidmatan Maklumat  
Perpustakaan Cendekiawan  
UITM Terengganu



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