



UNIVERSITI TEKNOLOGI MARA SARAWAK

SALTED HERRING EMAS ENTERPRISE

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KEPADA SESIAPA YANG BERKENAAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Seni Reka Grafik Dan Media Digital** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals Of Entrepreneurship)**.

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar


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Sarawak 2009

PURPOSES

EMAS Enterprise prepare this business plan for obtaining working capital loan from Maybank for RM 175,000 and our contribution to this business is RM 65,000. Each of the person in-group will be RM 15,000 and General manager contribute is RM 20,000. This will make our collective amount for preparing this business is about RM 240,000. Administration, marketing and operational expenses are included in this collective amount. This amount will become the guideline for each manager in this company.

Our purpose is to provide good service and satisfaction toward the customer demand and achieve the maximum profit. We also will be giving the highest satisfaction to the customer in order to built good relationship. Furthermore, we also ensure that our quality of service is higher and standard in order to give them the best services other than our competitors.

COMPANY BACKGROUND

The name of our business is TERUBOK SALTED FISH EMAS ENTERPRISE. Our business address is at Lot 14, 1 Floor Jalan Desa Ilmu, 94300 Kota Samarahan town Kuching, Sarawak.

We choose this place because it is strategic and madel at Kuching. Our business email is terubok_emas@yahoo.com ,Customers should be have to visit and order online.The telephone numbers is 082-8703269 and fax numbers is 082-8803265.

Firstly our business wants to rent the building at Lot No.3, lorong 8 Taman Desa Ilmu Kota Samarahan town. All partnership already agree about this place and we have to open our business on 31 January 2012.We have register our company names is Emas Enterprise on 25 Mei 2011 and the register numbers is R-6950326.

We have applying business budget from Maybank it is RM 50,000.We also have share to support our business it is RM 65,000. Include the all budget is RM115,000. We choose Maybank as our reference finance and our financial account number is 110326695052.