



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH**  
**KAMPUS SUNGAI PETANI**  
**INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**ALAMI'S ENTERPRISE**

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

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Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) 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**

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## **Executive summary**

Firstly, the name of our business is Alami's Enterprise. Our business mainly focuses on to the manufacturing spices. This business plan will show of how we will start the business and there are 4 main departments that will manage the overall business project.

For the Introduction, we mainly focus on the business overview, why we choose the business, location of the project, capital to start the business, background of the business and partners and business logo. Then, there are 4 main departments such as Administration plan, Marketing plan, Operation plan and Financial plan.

For the Administration plan, we will elaborate aspects like vision, mission, the objective, organization chart, and job description and administration budget.

For the Marketing plan, we will explain our target market, market size and share, those who are our competitors, sales forecast, marketing strategies, distribution strategies and marketing budget.

Then, follow by the Operation plan, which consists of the explanation of the operation process producing the curry powder and its explanation, product explanation, machine capacity, operation hour and working remuneration, operation budget and operation layout.

For the Financial plan consists of project implementation cost schedule, hire-purchase installment schedule, cash flow and financial statements.

Lastly, we also stated the appendix, which shows the operations environments, the types of machines used, and some application forms to start the business. So, as a conclusion we hope that our business will have the viability to run and also have good performance in the future.

## INTRODUCTION

Beyond the Mission of 2020, the government promotes more Bumiputera particularly to start any business related to the development of the economic growth in Malaysia.

The name of our business is Alami's Enterprise. The name was taken from the Malay word 'Alami' means that an expectations. The word gives a difference and unique taste of the ingredients, so you just try and feel the taste that you really do not expected. Its taste is a truly delicious than others.

Our business date of operations starts on I January 2002. Our business operates according to the concepts of partnership. The location of our business is address at:

Alami's Enterprise,  
Lot 43, Jalan Perusahaan Ringan Ria Jaya 1,  
Taman Ria Jaya,  
08400 Sungai Petani,  
Kedah Darul Aman.

So, we will start our business at Taman Ria Jaya, Sungai Petani .Due to the research which we had conducted, we decided to choose the business because of the overall target markets of this industry was a large one. Our target customers are from Kuala Muda and Yan area and we try to bring along our own competitive value product to compete with other competitors in order to get believe and satisfaction from the customers.

Lastly, the capital of our business is RM 360,000 and RM 80,000 is the loan from Mayban Finance Bhd.