



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

YONG TAU FOO CORNER

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KEPADA SESIAPA BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

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 di kendalikan oleh Pusat Pembangunan Usahwanan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah:

1. NOR AZLINA ABD AZIZ
2. HASLINA BAKAR
3. SITI ZURINA HANIM
4. MASAYU OTHMAN
5. SAFINAS HUSSIN

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

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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EXECUTIVE SUMMARY

Yong Tau Foo Corner is the business that involved in food industries. Yong Tau Foo Corner is selling yong tau foo food and beverage. We plan to commencement this business in year 2003. We have divided our business plan into four departments to make sure an efficient and effective work. Each department has their own strategies and planning.

∞ ADMINISTRATION PLAN

Knowledge in management is important to expand techniques in achieve tangible solution and systematic planning to control business for effectiveness and efficient in manage and administrated. Having a clear and meaningful mission is other our systematic planning. We also concentrated an administration strategy to improve our management team. Others we also have another planning to our worker.

∞ MARKETING PLAN

Marketing is the one and important components in the business. We combined all marketing strategies to increase sales and promote our product. We produce product that based on yong tau foo food and beverage. We do research on all aspect to determine the way for our business. We also determine our competitors to know our market share after we entered to the market. Our forecasted sales as below.

Year	2003	RM	673920
Year	2004	RM	808704
Year	2005	RM	842400

INTRODUCTION

Yong Tau Foo Corner is establishing as a product business and its business transactions involved directly to the customers. Yong Tau Foo Corner is registered under the partnership agreement. We were encouraged to enter in this business because of the increasing population from time to time in our country. We will start to operate our business on 1st. January, 2003.

We choose ‘ Yong Tau Foo Corner ‘ as our particular business name because the word itself already shows and states the kind of business that is being carried on. The word ‘ Yong Tau Foo ‘ already represents the overview of our own main business activities that selling of Yong Tau Foo food to our customers. Besides that, our corner also provides nutritious and delicious side meals item.

We choose Shahab Perdana as our location by looking at our target market, comprehensive infrastructure such as communications network, transportation, competition and the development of that area and also near to the supplier.

As we know, Malaysia is considered as a developing country. With the international scenario, it has encouraged our economy to develop by 8%. Therefore, it has encouraged our economy to grow especially in the business sector. Besides that, our prophet, Muhammad S.A.W. has stated that 9/10 of our income comes from business and has encouraged the society to involve in business sector.

From our research, we have found that there is lack of interest from the entrepreneur to commercialize Yong Tau Foo food and as we know different state have their Yong Tau Foo food in a different sauce. So, due to this we open the business to