



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENEURSHIP ETR300

KELI'S SDN. BHD.

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. MOHD. NIZAM BIN, ABDUL RAHMAN
2. MOHAMAD SHUHAIMI ABDUL AZIZ
3. MOHAMAD TORAZMAN BIN MD. SALLEH
4. ERMAN BIN ZAT JAL ABDULLI
5. MOHD. SYAHRIL BIN BADAR.

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
Koordinator
b/p. Provos

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EXECUTIVE SUMMARY

OUR COMPANY, Keli's Sdn. Bhd. are being establish on June 2000 with the capital are contributed from 5 members. There are:

1. Mohd Nizam bin Abd. Rahman
2. Mohd Shahril bin Badar
3. Mohd Shuhaimi bin Abd Aziz
4. Mohd Norazman bin Md. Salleh
5. Erman bin Zainal Abidin

This company is expecting to offer for public on 1st January 2001. Keli's Bhd. is a business private limited company that produces and serves the fast food that based on fresh water fish where the main product is based on keli and haruan fish. Beside the contribution of the mebers, we also making loan to MAYBANK

Some of our Malaysian people are discharging their own product especially in our industry- fast food oriented. But there are the others who enjoyed Malaysian product but didn't have time to prepare or buy it.

Some as showed in our objective to be the first the local fast food retailer of fresh water fish and secondary products in this country. Our method is prepared and serving



Introduction

Population growth had been steady in Malaysia and the demand for food has also increased.

One of the area related to the food industry which we see potential in providing fresh water fish in a fast way. Our company registered as “Keli’s Sdn. Bhd”. It is because the food is based on Keli and Haruan (Malay word for fresh water fish). As a private company, we see a wide potential to spread out in the future. For the location, we choose Megamal Seberang Perai Tengah as the best place to start and introduce this food. We will start our business as early as January 2001 and after the Hari Raya Puasa and New Year holiday.

We are confident that this business has potential for growth in the future because we are introducing a new concept in this sector. The taste for Keli and Haruan is suitable to the living of most people because it is delicious. For Haruan, this fish is also famous for its medicine value and it sought after in Chinese community.