

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

BELACAN BORNEO ENTERPRISE

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1.0 EXECUTIVE SUMMARY

1.1 Introduction To The Business

In order to meet high demand of shrimp paste in the market, we as the shrimp paste lover are trying to overcome this by starting a new company we call BELACAN BORNEO Enterprise which will operate especially in producing and distributing shrimp paste.

At present, the production of shrimp paste is in small scale which using traditional way. The producer of belacan, the villager also sells shrimp paste only in night market and in *tamu* in their area. This makes the supply of shrimp paste in other area is low. But, after we are in the market, we hope that we can produce and distribute shrimp paste to the area that low in shrimp paste supply.

Our factory which will be operating in MEMBAKUT, Sabah will try to produce high quality shrimp paste by using fresh sources of *bubuk* or prawn which is the main ingredient of shrimp paste. We also will try to conserve the tastiness the nutrient of our product by proper procedure of processing and no added preservative to the product. The cleanliness of our premises will also be our priority which will there be a visit from the health ministry to check our premises.

In the future, we are targeting to be Malaysia's number 1 shrimp paste producer through our efficient management and our marketing strategy. We will also provide training to our employer to achieve our target. We are hoping, when we are operating, we can set a standard to shrimp paste product to maintain the quality of shrimp paste that is in the market.