



اَبُو بَكْرٍ سَيِّدُ الْوَسْطَى  
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TEKNOLOGI  
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ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

CAMPAP SDN BHD

FACULTY OF PLANTATION AND AGROTECHNOLOGY

UITM SABAH

PREPARED BY :

AILYZAN BIN AWANG (2013840994)  
MOHD SHAHRUL NIZAM BIN WAHAP (2013479404)  
NASIR BIN LANSINUK (2013285254)  
NIK AMIRUL SHAUPIK BIN KAMIL (2013431078)  
SHALIHIN HAMZAH BIN SAMRI (2013410038)

LECTURER'S NAME : MADAM SHARIFAH NURAFIZAH BINTI SYED ANNUAR

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## EXECUTIVE SUMMARY

This company established on 23 July, 2015. Our company named is CAMPAP SDN BHD. We choose that name because the name symbolize our identity and it is easy for our customers to remember and recognize it.

Our company choose to produced product. All of our product that we provide is based on problems that occur among people nowadays . We choose this product as our main solution because we believe that this product will help to solve health problem. This will gives opportunity to our company to make this product successful.

In addition, our product also gives a job opportunity to the local people at that place. Beside that, the local people can increase their standard of living in that area. Last but not least, our company will provide high quality of product than the others that will satisfied our customer needs.

## 1.0 INTRODUCTION TO THE INDUSTRY

### CAMPAP SDN BHD

We name our company product CAMPAP SDN BHD. We produce healthy product that combine technology and ancient China therapy. We have decided to choose this product due to its goodness and also beneficial to human's health. Our company name is taken from the combinations of our partner's name because we want to make it unique and more to friendship. We choose this product because it can stimulate blood and can help lower blood pressure quickly helping to eliminate inflammation and pain, helping blood circulation and various others functions. Beside that, this product is simple to use, easy to learn and can be used as a tools for public health. We choose it because we expect enjoys a good reputation from customer and there are no side effects as not to damage the skin and do not cause infection.

Nowadays, most of people prefer to use simple health therapy but have a good result. We are concern about health and want to make something different in making our product that give a high value to their health in this way people can easy to apply this product and enjoying the high class Healthy therapy. Furthermore, this product is still new and we are the first entrepreneur who are willing to take the challenge and trying to gain a market share, here, which starting from Sabah. We are trying to introduce something new to the society by against the odds and its very worthy to be realized.