



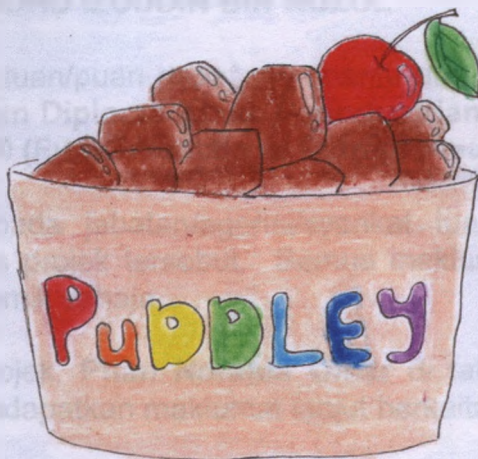
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UNIVERSITI
TEKNOLOGI
MARA

Faculty of Applied Science

Diploma in Industrial Chemistry

Fundamentals of Entrepreneurship

(ENT300)



Business Proposal By,

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PUDDLEY,

Emart (Sarawak) Sdn Bhd,

Lot 9808, Section 65 KTLD,

Lee Ling Commercial Centre,

4th Mile, Jalan Matang,

93050 Kuching,

Sarawak.

Madam Noraida Omar,

MARA University of Technology,

Kota Samarahan Campus 2,

Jalan Meranek,

94300 Kuching,

Sarawak.

Madam,

SUBMISSION OF BUSINESS LETTER

With the guidance for completing the business proposal of Fundamentals of Entrepreneurship (ENT300), we submit this to you. This is the complete and final business proposal of our group, Puddley, on this date which has been agreed on.

We would love to express our thankfulness and appreciation to you upon your warm heart to assist and guide us in completing this business proposal. Without your help and guidance, we are unable to complete the business proposal.

We will always remember the knowledge, skills and information that we have learnt for our own use in the future. The business plan that we prepared is to exposed us to industry; business world.

Acknowledgement

To begin with, we would love to say thank to God for giving us a good health to get done with this business plan. It has been quite a challenge to do this paperwork.

Secondly, we would like to express our gratitude to Madam Noraida Omar for keep supporting and correcting us all way long from the beginning of doing the business plan. We value, we treasure all the information and the lessons that we have learnt from you.

Thirdly, I want to thank my partners for all the cooperation that you have served me with. Not to forget to mention our parents who are supporting us no matter what comes in.

Thank you.

Executive Summary

The name of our company is Puddley. This company is form based on partnership of five members. Each partner contributes specific amount of capital as stated in our partnership agreement.

Our main business activity is to sell pudding and jelly. The tastes of our pudding and jelly are varies and unique as we modernized it with the addition of fillings, toppings and flavours. In addition, our pudding and jelly are made of the mixture of fruits and natural flavouring of certain seasonal fruits. We have decided that our business will take place at Emart Matang (Sarawak) Sdn. Bhd. We will start operating on the 1st January 2016.

All entitled partners are advised to fully participate in the business management. The active involvement of partners will give a massive improvement to the company management. We have agreed that **Fedrick Ding Anak Sakai** as the General Manager, **Mohd. Izuddin bin Nuzul** is our Administrative Manager, **Rafiezal Azizi bin Badrol Amran** is positioned as the Marketing Manager, **Mohd. Sharulnizam bin Salimin** as the Financial Manager, while **Cruise Giran Jangin** as the Operation Manager.