



**UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT**

ETR300: ENTREPRENEURIAL STUDIES

**PROJECT PAPER:
CHENDOL ENTERPRISE**

**PREPARED FOR:
MEDEC**

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SUBMISSION LETTER

E.T.R. 300 GROUP,
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HAKMILIK
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SUBMISSION OF ETR300 BUSINESS PROPOSAL FOR DECEMBER-APRIL 2009

As a general manager in 'Chendol Enterprise' hereby, present this business proposal for you to work. This business proposal took three months to be done after we did observations, investigations and interviews with people who are related to the tourism industry. Besides, we also use magazines and articles related to our business for our references.

But what important is that we get knowledge and experiences from this business proposal and we also practice all the business knowledge that we know to complete this business proposal.

We also hope that all the knowledge that we learnt from this business proposal can help us later in the future when we want to open a similar business. We would welcome all the opinion and comments from the readers and will try to improve our performances in the near future.

And not to forget, thank you to our ETR300 tutor for being co-operative in order for us to complete our business proposal.

Yours truly,

(RJUAN AFIFY B ABD RAUP)
GENERAL MANAGER
CHENDOL ENTERPRISE

SALINAN FOTO TIDAK DIBENARKAN



1.0 INTRODUCTION

Entrepreneurship is related to human effort to fulfill customers' needs whereby there will be no business without customers. The importance of running the business can influence the economic growth in our country especially for Bumiputeras to step forward and complete with other races, hence to evaluate the economic growth in Malaysia.

Our business is registered by the name of 'Chendol Enterprise', formed by five partners, whom are:

Rjuan Afify bin Abd. Raup

Norhafiz bin Kasil

Sunira binti Otoi

Nuruzaline binti Abd. Lasim

Nurul Aizie binti Adnan

The form of our business that we are going to set up is a partnership with the capital of RM25,000.00 including a van as an asset. Source of capital is obtained from partners' family savings.

Our business is mainly about selling beverage, mainly Cendol. We also have several new product line Cendol with different flavours which is in our expansion plan.

'Chendol Enterprise' will be operating at Kampung Darau Laut, Kota Kinabalu. Our target market is generally to all types of consumers. We are expecting our business will run successfully and effective and efficient operation. Our competitors will be KK More Enterprise and CZC Bubble Tea Supplier Sdn. Bhd.

In short, we hope that our business will grow and will take a place in people heart and lead the market share.



3.0 PURPOSE

The project paper is best described as a written document which elaborated the proposed business or project to be undertaken in a comprehensive manner. Also known as a working paper, there are several purposes of preparing this on following:

- 1) To have a proper planning mainly on the capital resource.
- 2) To obtain a term loan to any banks or financial institution, namely the MARA institution.
- 3) As a guideline in managing the business.