

**FUNDAMENTALS OF ENTREPRENEURSHIP”
(ENT300)**

“MUSHI ENTERPRISE”

LG-73 Plaza Merdeka, Pearl Street, Sarawak, 93000 Kuching,
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Sir,
Submission of Business Plan Proposal (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for the subject of ENT300.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that the business plan that we proposed will fulfill your requirement. Any mistakes or lack in any area falls on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well in the future. Thank you for your guidance and time to go through with our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises can make a good collaboration among us.

Sincerely,



(SITI ROHAIZUMI BINTI KIPLI)
General Manager of Mushi Enterprise

ACKNOWLEDGEMENT

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

Nowadays, to entering new areas of perspective after graduate, is important phase to be aware and learned. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative business people.

Indeed, we cannot deny the risks and problems that we had faced and many obstacles in order to finish up this business project. However, from tolerance and responsibility from each of our group members with high effort and plus, advices and encouragement from many parties especially our lecturer Mr. Johari Bin Abdullah, now we present this project with success and completed. A big applause to our group members, Siti Rohaiyumi Binti Kipli, Norazeera Syuhaina Binti Rambli, Mazalinawati Binti Bos, Fathin Hanani Binti Mohd Mortadza and Valarie Aida Wan for being so tough and tolerant until we could overcome every hurdles that coming towards us.

Finally, we really appreciate the help from our family and friends from both class HM1114A and HM1114B in completing our job. Hopefully that this business plans proposal will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process.

Thank you.

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1. INTRODUCTION

Name of the company: Our Company will be called as Mushi Enterprise

Nature of the business: Our business is based on food service which is selling the sushi to customer

Address : Our business will be operated at LG-73 Plaza Merdeka, Pearl Street, Sarawak, 93000 Kuching, Malaysia

Factors in selecting the proposed business : We choose this type of business because it can make a high profit as our food is new and unique

Future prospects of: This business has good future prospects. This is because our product is differ from other Sushi and it's new in the market. In the market they only sell types of sushi that mostly their sushi topping is based on raw ingredient only. While our sushi topping is based on 'sambal' that symbolise Malaysia country.