



اَوْنِيُوْرْسِيْتِي تِكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

REPORT ENTREPRENEUR (ENT300)

GIANT RIVER PRAWNS ENTERPRISE

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1.2 ACKNOWLEDGEMENT

Assalamualaikum,

The success and final outcome of this project required a lot of guidance and assistance from many people and extremely fortunate to have got this all along the completion of our project work. Whatever we have done is only due to such guidance and assistance and we would not forget to thank them.

First of all, we would like to thank Allah SWT for His blessings in process of completing our business plan. Specially thank to our beloved lecturer Madam Nor Fazlin bt Uteh, who give us the golden opportunity to do this wonderful project and also helped us in doing a lot of research and we came to know about so many new things we really thankful to them.

Next, we would also like to thank our parents who helped us a lot in finalizing this project within the limited time frame.

In addition, thank you to the owner of Pusat Penternakan Udang Galah Kg. Sikai who willing to give us some cooperation to succeed our project. Also who has shown the attitude and the substance of genius and to all our members, deepest appreciation for your commitment, dedication and hard work in process of making this business plan succeed. Last but not least, thanks to the entire individual who have involved directly or indirectly in help us getting information and giving us moral support along the way to complete this report.

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1.7 EXECUTIVE SUMMARY

Giant River Prawns Enterprise is registered under the Business Registration Act 1956 which is governed by Partnership Act 1961 on 15 January 2014. The business beginning capital that has been contributed is RM252 000. The business is located at Gelang Patah, Johor. The main activity of our business is to supply giant river prawns to the distributor and customers such as hotel and restaurants. Besides that, the business is located at the rural area and near the sea.

We know that there are many competitors around us that have a same business like us but it actually as a medium to us to work hard and become good competitors among others entrepreneurs. Giant River Prawns will fully operate on 23 June 2014 at Pusat Penyelidikan Ternakan Akuamarin, Jalan Berembang, 81550 Gelang Patah, Johor. We operate our business same as office hours from 8.00 am to 6.00 pm from Monday to Friday.

The nature of this business is selected through experiences especially in relation to our academic education in providing information to users. We seen this business is an opportunity for us because nowadays many entrepreneurs get success in this business because it can gain more profit. Furthermore, we realized that Malaysians love to eat prawns because it tasty and delicious to become a unique dish. As a result of that research, we decided to open this business.

In a nutshell, the demand of giant river prawns is very high on the market due to its nutritional values and goodness. Due to this, Giant River Prawns Enterprise is trying to grab the opportunity to conquer the market to supply this prawns to the entire country.