

ETR 300

WUJUMBUH DAN HIMPUNAN BUKU

JUN - NOV 2000

PREPARED BY :

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DBS 5C

SUBMISSION LETTER

Diploma In Business Studies Part 05,
Universiti Teknologi Mara,
Kampus Alor Gajah,
Km 26 Jalan Lendu,

Raja Roslan bin Raja Abd Rahman
Entrepreneurship Lecturer (ETR 300)
UiTM Kampus Alor Gajah
Km 26, Jalan Lendu
78000 Alor Gajah
Melaka.

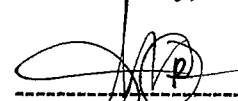
Sir,
Submission Business Plan

Refer to the objective above, we are students from DBS 5C glad to trust confidently our Business Plan as to complete our subject Entrepreneurship (ETR 300).

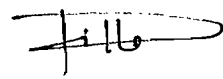
- 2) We also wish a lot of thankful because of your cooperation and commitment that are given to us.
- 3) We hope that you will satisfy with our Business Plan.

Thank you

Your faithfully,



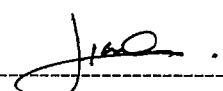
(EIMIE IDERIS SHAH)



(NOOR FADHILAWATI YAHYA)



(ROSMARIA HARUN)



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**UNIVERSITI TEKNOLOGI MARA
KAMPUS ALOR GAJAH
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Surat Tuan :
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KEPADA SESIAPA YANG BERKENAAN

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Pengurusan dan Perniagaan di Universiti Teknologi MARA, Kampus Alor Gajah Melaka. Mereka telah ditugaskan untuk membuat penyelidikan sebagai memenuhi syarat matapelajaran ETR 300 Asas Keusahawanan.

Bil.	Nama Pelajar	No. ITM
1.	Eimie bt. Ideris Shah	98093795
2.	Norliana Md. Romali	98094665
3.	Noor Fadhilawati Yahya	98094441
4.	Rosmaria Harun	98094871

Sukacita saya sekiranya dapat tuan membantu mereka dengan maklumat-maklumat yang berkaitan untuk menjayakan projek kajian mereka. Segala maklumat yang diperolehi akan digunakan semata-mata untuk tujuan akademik dan tidak akan disebarikan kepada umum.

Kerjasama tuan saya dahului dengan ucapan ribuan terima kasih.

Sekian.

Yang benar,

SHAHARIAH HJ. OSMAN
Ketua Kursus DBS
UiTM Kampus Alor Gajah Melaka.
b/p Provos

1.0 INTRODUCTION

We have agreed to open a partnership that known as YUMMY DONUT SDN. BHD. Our business that we choose is produce donut and this is under manufacturing sector. We choose this type of business because of several factors that we thought have potential opportunity. This will make us maintain as a Bumiputera entrepreneur. Otherwise our country needs new generation of entrepreneur to follow our government vision.

We concentrate on variable types of doughnut. We feel that, it can fulfill communities wants and needs. Here, we give priority on quality for each product that are produce to satisfy customer wants.

Our target is to expand our business because there is no such business that involve in this part in Terengganu. We choose to produce doughnut because of several benefits:

- 1) To maintain traditional foods.
- 2) It has variety task and delicious suitable for all customer.
- 3) To give differential to the community

We choose partnership because it is easy to conduct compared to sole proprietor. The responsibility of the management can divide within partners. Besides, we have many idea, ability and skills that can be combined to the company importance.

We decided to operate our business on 2nd January 2005. We choose 2005 to start this business because we want to observe the market, prepare for fixtures and fitting and hope that our economy will stable on that time.

Last but no least, we hope that our business able to be a successful business and give compete with the competitors in the market position.