



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**MORELICIOUS ENTREPRISE**

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengajian Perniagaan** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Encik Mohamad Ghazali Bin Daud** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

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**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar

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## **EXECUTIVE SUMMARY**

Our business name is MORElicious Enterprise which we are going to produce Srawak Laksa Paste. The business is in the form of partnership, which is consisting of 3 members. Each partner contributes certain amounts of cash as agreed in our agreement. Our main business actively provides high quality of Laksa paste. Our business is operated in S/L 6, Lot 1625, Batu 10 Light Industrial Park, Jalan Kuap 93250 Kuching, Sarawak. On Monday until Friday, we run our business 8 hours per day. We open our business at 9:00 am and will close at 5:00 pm per day except on Saturday which is half-day working. On Sunday, we will close the premise for the leave day. Within the 8 hours of working, we rest only 1:30 hour everyday which is from 12:30 noon until 2:00 pm, except on Friday rest time 12.30 pm until 2.30pm. Our business is also close on Public Holiday.

All partners are entitling in the business management. We have agreed that Marie Embasida Ak Riyah is our General Manager and Administrative Manager, Siti Aisyah Bt Mohd Yasin as Financial Manager and Marketing Manager and Clairissa Ruth Ak Juwen as the Operational Manager.

The management is lead by General Manager and assist by other manager. The General Manager is responsible in controlling, leading, organizing, and planning entire business. Administration Manager is responsible for the entire job related to the office administration. The Marketing Manager is responsible in preparing marketing plan. This includes identifying the market share. Develop sales forecast and develop the marketing strategies. The Operation Manager will monitor or control the operation of the business. The Financial Manager will responsible in the financial matter such as preparing budget, and financial statements for each department expenses.

From these drive and energy, self- confidence, long – term involvement, money as the measure, persistent problem solving, goal setting, moderate risk – taking, dealing with failure, is our company characteristic to fulfill people wants and needs nowadays.

## Introduction Of Business Background

Nowadays, people will pay anything to ensure that their wants and needs are fulfilled. Based on this reason, we can see that there is a big opportunity and potential in producing Sarawak Laksa Paste that can fulfill the demand from people. So, we have reached to an agreement to establish our business, which is to produce Sarawak Laksa Paste.

Our location of business is in the city of Kuching, especially at the 10<sup>th</sup> Mile. We have chosen this location because of the high potential market and demand of the local people. This situation will create opportunity potential for our business to compete with other competitors.

We believe that our business can expand in terms of opening branches possibly to the Peninsular, very well but it depends on our strategies especially in the marketing aspect. Before we start our business we have to calculate the risks and the unpredictable circumstances such as competitors, economic downturn, the demand of the people, changes in timeline, and population size.

From the financial aspect, we are well prepared in order to face unpredictable situations. In order to run our business we went through several legal stages. 10<sup>th</sup> Mile, Kota Padawan, is the most potential place to achieve our business goals and objective.