

ENTREPRENEURSHIP

ETR 300



ASIATICA INDUSTRY

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DIPLOMA IN ACCOUNTANCY
MARA UNIVERSITY OF TECHNOLOGY
SUNGAI PETANI BRANCH
5 OCTOBER 2000

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SYNOPSIS

Asiatica Indutry is a company that produce sweets herbs. This concept is taken because there are not many local company produce the product. So, **Asiatica Industry** think that this is an advantage for them and the business will success.

Asiatica Industry produce five types of sweets, they are Ocimum Basilium, Centula Asiatica, Mentha Piperita, Zingiber Officinale, Eugina Aromatica which are added with variety of flavour. So, it is an alternative for customer, as they do not need to taste an original flavour of herbs. Besides enjoy the sweets, they also can take care of their health as sweets herbs is a healthy product.

Asiatica Industry also want to commercialize our local herbs. Nowadays, as we know most people knew about the benefit of using herbs as it cannot give a medical effects like chemical product.

In the management aspect, **Asiatica Industry** have a systematic management as they have five managers who will take part in this business. They are general manager, financial manager, marketing manager, administration manager and operation manager that will plan, organize, leading and control the business in order to be success and can compete with the competitors. **Asiatica Industry** also take other workers to make sure the business operate in effective and efficiently.




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ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN

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