

MARA UNIVERSITY OF  
TECHNOLOGY

SG. PETANI CAMPUS

ICEBERG ENTERPRISE

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### KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

### 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**  
Koordinator  
b/p. Provos

## INTRODUCTION

We have choose ' Iceberg Enterprise' to be our partnership business name. Our business is to produce ice cube and to deliver it around Sg. Petani area and in district of Kuala Muda and nearest area example Seberang Perai. We will be operating at Bandar Amanjaya in January 2003.

We choose Bandar Amanjaya because it's in the center of our Sg. Petani and district of Kuala Muda and our business place is near the main road to Sg. Petani.

Even though we must compete with many competitors example Atlas Sdn. Bhd. but we will try to compete with them by make our price acceptable to customer and we were one of the Bumiputra entrepreneur that involve in this business. Our target customers are restaurant businessman and small businessman example small café and others.