



**MARA UNIVERSITY OF TECHNOLOGY  
KAMPUS SUNGAI PETANI**

**ETR 300**

**KUALA IBAI FISH  
PRODUCT 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 Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah:

1. Wan Zarina Wan Zainuddin (2001271633)
2. Suriani Zakaria (2001271976)
3. Shalina Hafizan Ismail (2001271951)
4. Nor Asikin Sha'ari (2001271697)
5. Nor Fadhila Che Ahmed (2001651353)

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

Sekian, terima kasih.

Yang benar

**MAZNAH WAN OMAR**  
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- i) Yusuf Abd Rahman  
Pegawai Persekitaran Alam Sekitar  
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## Executive Summary

Kuala Ibai Fish Product Enterprise is a trading company dealing mainly in packaging, supplying and selling of fish based product, mainly keropok to the retailer. Our business is a partnership business. There are five man persons involved in this business. The first one is Mrs Nor Fadhila bt Che Ahmed as our General Manager.

Second important person is Miss Wan Zarina bt Wan Zainuddin. She is our Administration section Manager, then Miss Nor Asikin bt Sha'ari is our Marketing section Manager and our Operation section Manager is Miss Shalina Hafizan bt Ismail. The last one is Miss Suriani bt Zakaria who is our Financial Manager, in charge of company's finance.

We are running the business with the capital amount of RM 100,000. Each person contributed RM9000 except Mrs Nor Fadhila bt Che Ahmed who is our General Manager have a bigger share that is RM 14,000. Another half of the total capital amount is approved from the bank loan. We applied the loan from Bank Pertanian Malaysia, Kuala Terengganu.

Our trade building is located at lot 1234, Jalan Kuala Ibai, Kuala Terengganu, we decided to choose this location because also a strategic place and it is main road connecting Kuala Trengganu and the west coast state capital. It is also a tourist attraction area. We are proud because we had the experience partners. This will assist our business runs well and make it more effective and efficient in order to achieve the goals. For the