



Rujukan Kami : 500-KDH (MEDEC. 15/2/1)  
Tarik 16 JUN2002

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**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.

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

Pelajar-pelajar berkenaan ialah:

1. Noor Zuraidah bt. Mokhlas
2. Hazira bt. Abd. Hamid
3. Hasnaliza bt. Megat Hassan
4. Rohaya bt. Ahmad
5. Nor Hamiza bt. Daud

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**

Koordinator MEDEC

b.p Pengarah

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## EXECUTIVE SUMMARY

From heritage our society had applied product from nature to commercialize traditional medical from 500 years ago and without mixing any chemical input. Based on that idea this business namely Stichopus Horrens Sdn. Bhd., which are scientific name for Gamat or Sea Cucumber, the main product for our business. This business started its operation on 1<sup>st</sup> January 2003 and located at Mukim Ulu Melaka, Langkawi Kedah Darul Aman.

Our business maintains its priority to gain profit as well as preserving the welfare of society. At meanwhile, Stichopus Horrens Sdn. Bhd. always gives priority to the residents at Kedah. For example, sea cucumber is from Pulau Songsong are located in Yan, Kedah. Stichopus Horrens Sdn. Bhd. always wants all the customer satisfaction with the product, without any complaint. Eventually, Stichopus Horrens Sdn. Bhd. will become stronger, dynamic and progressive.

In fact with the new millennium our business had fulfilled modern manufacturing process. We hope Stichopus Horrens Sdn. Bhd. are able to ensure that qualities are consisted at the higher standard and will guaranteed customers confidence to use our product not only customer from Malaysia but also tourist. We hope one day, Stichopus Horrens Sdn. Bhd. can open the franchise at all state in Malaysia.



## INTRODUCTION

Our business name is Stichopus Horrens Sdn Bhd, which produce product from gamat or we called sea cucumber and we are Partnership Company. We choose this name as our business name from the scientific name of sea cucumber, our main product. Stichopus Horrens Sdn. Bhd. main office is located at:

Stichopus Horrens Sdn. Bhd.,  
Lot 117, Kampung Tok Senik Teluk Kumbar,  
Mukim Ulu Melaka, 07000 Langkawi,  
Kedah Darul Aman.

From the research and some study that we have done, we found that the industry of the sea cucumber at Kedah especially at Langkawi area is good and have very bright future. We are selling several of sea cucumber such as Gamat Herbal Lightening Cleanser, Gamat Herbal Lightening Toner, Gamat Lightening Moisturizer, Spirulina Gamat, which we are their stockiest and Sea Cucumber Ointment, our own product.

Our business is located in the strategic place that it is easy to go for the customer from Malaysia and also the tourist. Moreover the place near with Mahsuri Mausoleum also known as a popular historical place and it is a must place to visit in Langkawi. The place also have comprehensive infrastructure such as communications network,



transportation, competition and the development of that area and also near by the supplier.

We will start the operation of our business on 1<sup>st</sup> January 2004. The main factor that influencing us to run this business is to commercialize the traditional medical based on sea cucumber. Moreover, there are few producers in this product in Malaysia, which have been registered. We choose this business because there is not many local companies produce this product. So this is an advantage to have successful business. We also want to commercialize our local sea cucumber. Nowadays as we know most people knew about the benefit of using sea cucumber, as it cannot give a medical effect like chemical product. The effectiveness of sea cucumber has approved by the Ministry of Health as a healthy product.