

UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR300

BUSINESS PLAN

NYPA JAYA ENTERPRISE

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COVER LETTER

AMD5PC

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15 March 2009

Sir,

REPORT OF BUSINESS PLAN FOR NYPA JAYA ENTERPRISE

Revert from the above, we are the student of Diploma in Public Administration, fifth (05) semesters, MARA University of Technology (UiTM), Dungun Branch, here submit the

business plan report done by use. This conformity which your business, which will do in future and located as below:

Office and factory :

Nypa Jaya Enterprise

Lot 256, Kawasan Perindustrian Chendering,

Kampong Kubang Ikan,

21080 Chendering,

Terengganu.

2. With this report, we hope that it will successfully complete the need and objective of taking ETR 300.

3. We also hope that you will content which this report and give full consideration on your effort of making plan successful.

INTRODUCTION OF THE INDUSTRY

The production of nypa products in Malaysia is new product, compare to the others. The high need of nypa products will increase the demand and forcing the government to export this product to other country.

As to respond other government this business is running to support the need of people in Malaysia. It also will give demand in agriculture. Besides, it will give opportunities to supplier to produces more quantity of nypa products. Absolutely they will get high profit as high demand of products. We run our business with 5 partnerships, who involves directly in this business as supplier to the all. As we seen this market is exceptionally good in future, we choose nypa as a products to introduce. With our product, we get the good taste and develop it with a good of maintenance with choosing flavor, packaging, and market it to all place.

Our factory is located at Lot 256, Kawasan Perindustrian Chendering, Kampung Kubang Pasu, 21080 Chendering, Terengganu which involve 0.5 acre of area. We choose the area because it is suitable place, which have the large of land area to run the business. This area near to the town and any facilities such as police station, hospital, and fire station. Beside that, we expected that we can deliver our product to market and consumer easily, InsyaAllah.

ETR 300-67



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Nypa Jaya Enterprise / Nurul Ain Kamarulzaman...[et al.].

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