



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ETR300
FUNDAMENTAL OF ENTREPRENEURSHIP

NOVEMBER 2011 - MARCH 2012

SERUNDING BORNEO

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EXECUTIVE SUMMARY

We establish Serunding Borneo Company as one of the company that will provide foods to people. Type of our business is partnership business that will be managed by 5 partners. In our business, we sell serunding daging that is made by mixing coconut, meat, kefir lime, ginger and many more through several processes that will be mention more details in operation plan. Our product serunding daging is a traditional food that can be eaten directly with rice, ketupat or lemang after being bought from market. Our serunding daging is good for health since we use raw materials that provide nutrition such as coconut, beaf and ginger. It is also not cooked by using oil.

Our company is located at Kampung Lingkudau Laut in Keningau. Location of our company is strategic and already occupied with facilities such as main road, electricity and water. We choose this location because of the raw materials that easy to get since the place of our supplier is close to our factory. By doing this business, we can improve our financial status and also people around our business location because we create a job opportunities. Other than that, we also want to open up the public eyes that anybodies can success if they try to work hard when doing a business.

We are confidence to run this business and compete positively with the other competitor because we done several research regarding this business and it shows that it can be expand. To realize our ambition in making this business, we come up with this business plan to request a loan from bankers since all of us the came from rural family and we did not have a sufficient capital. We hope that bankers will give us support in giving a loans and advice in running this business. After we discuss and consider several factors, we agree to get a loan for around RM10,004.00. By this, we attach information about our company account no.

Amount of loan: RM9,602.00

Name of the Bank: Bank Islam

Account Number: 121111-657-51515



1. INTRODUCTION

In order to fulfill the human needs in taste area nowadays, we introduce a special recipe called 'Serunding Borneo' which is originally from Mr. Fathie's family recipe. We have done a research related to serunding and we have identify that serunding is already sold by other company in the market. Although it is already sold by other company, we would like to take a risk to compete with other company by making our serunding taste is different with the one in the market.

2. PURPOSES

Basically, a business plan is a written document that used to proposed business or project. It is also helping us study the feasibility and quality of our business either it will give a high profit or less profit. Other than that, people who want to invest or help us also will be more understand about our business, so they can invest in our business confidently.

2.1 Bankers

This business plan is made to convince bankers to give us a loan as our capital to start our business. Loan is the most important things in our business as if we do not have money we cannot start our business.

2.2 Investors

We also prepare this business plan to persuade investor to invest in our business. Investor may be a supplier that will supply the raw material or machine to our company. We need to persuade them so that they will be more confident in investing in our company and can supply enough raw material to our company.