

**UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI**

**JORAN ENTERPRISE
FRESHWATER FISHING POOL & RESTAURANT**

DIP. IN BUSINESS STUDIES

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KEPADA SESIAPA 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 Usahwanan Malaysia (MEDEC) 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.

Pelajar-pelajar berkenaan ialah:

1. MOHD SYAHRUL AZMI ESHA
2. MOHD SYUKRI MAT SAMAN
3. MOHD REZDUAN SALLEH
4. ROSLAN KAMARUZAMAN
5. _____

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
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EXECUTIVE SUMMARY

Joran Enterprise consist four partners who are Mohd. Syahrul Azmi B. Esha as a General Manager and Administration Manager, Roslan B. Kamaruzaman as a Marketing Manager, Mohd. Sukry B. Mat Saman as an Operation Manager and Mohd. Redzuan B. Salleh as a Financial Manager. Joran Enterprise concept is "Agro-Tourism " which operates in Fishing Center and Restaurant.

The services that Joran Enterprise offers to customers are freshwater fishing pool and restaurant. We also provide fishing rod for rent by customers. Beside that, we also sell fishing accessories and bait to customer. Joran Enterprise's Restaurant provides Malay Traditional food and fresh fish for grill.

Factor that we consider opening this type of business because demand for freshwater fishing pool are quite high. This is because many fishing that operate at Sungai Petani are brackish water fishing pool. There is only one company that operates freshwater fishing pool at Sungai Petani.

Number of workers that Joran entrepreneur has is about 9 people. This is because we want all the business operation work properly and effective. With these workers, they will help to satisfy the customer's needs and wants.

As a conclusion, we hope that this business plan will give clear overview about our business and show the ability of our business.