



**UNIVERSITI TEKNOLOGI MARA CAWANGAN
KEDAH INTRODUCTION TO ENTREPRENEURSHIP
ETR 300**

**ORYZA SATIVA ENTERPRISE
SUPPLIER OF RICE & GAS**

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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.

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Pelajar-pelajar berkenaan ialah:

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3. NASIBAH OMAR ZUHDI
4. AZZUANA CHE JOHARI
5. RAHIMAH ABDUL HAMID

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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EXECUTIVE SUMMARY

ORYZA SATIVA. That is our company's name where as refer to it, it clearly mentions as a wholesaler of rice and gas business. The address is at;

No, 8A, Lorong 24,
Taman Patani Jaya,
08000 Sungai Petani,
Kedah Darulaman.

Generally, we decide to choose Sungai Petani as our location because we find that our factory is located in a strategic site because the number of population is higher with number of 304500 of people. Here we can achieve our target market by supply our product to many place likes restaurant, hotel, canteen, grocery shop and hospital. Other than that, the rent is quite cheap and also far from the hustle and bustle of the city.

According to our plan, we are going to run the business on JANUARY 1ST, 2004. The business is categorized as product and services business. We will provide the full range of services and product needed to make our customers satisfied with our business.

For our administration and operational department, we have decided to rent a double storey building, which consists of the office (upstairs) and the storage (downstairs). We also did a renovation In order to create a good working environment and also a nice atmosphere for our customers. We have bought

lorry, fixtures and fittings, office equipment, computers in order to ensure that our production will become easier.

For the marketing department, we decide to do some marketing strategies in order to ensure our marketing plan will become effectively run. Our marketing strategies based on 4 P's concept which of product strategy, pricing strategy, placing strategy and promotion strategy and also customer analysis.

For the administration and operational department, we have decided to open the office and made a sale 6 days a week. We will open everyday from Saturday to Thursday and will close on Friday. We are working in multi- tasking. In operational department, we also have to consider the amount of purchases that have to be made. In order to make our operation process become efficient and smooth, we will check our stock from time to time and normally made an order every week and depend on seasonal factor.

Then for financial department, we show all the cash flows during production, profit and loss and the balance sheet throughout the year.