



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

**PLUSHY MILK PTE. LTD.  
PRODUCE AND DISTRIBUTE FRESH MILK**

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**FACULTY IN ACCOUNTANCY**

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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.

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4. Che Yusnita
5. Noraziah bt. Sapar

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.

Since heritage, our society had drinking fresh cow milk to maintain a good health because fresh milk contains many great minerals and vitamins. Based on that idea, Plushy Milk Pte. Ltd. had form. The name plushy is chosen because the meaning of that word that contain meaning of rich and best. This is appropriate to our product. This because our product has rich of vitamins and best in quality and taste. This business started its operation on 1<sup>st</sup> January 2003. It is located at No. 22, Lorong BLM 1/3, Bandar Laguna 08000 Sungai Petani, Kedah.

Our business maintains its priority to gain profit as well as preserving the welfare of society. We also will diversify our product and foster research program that are able to improve our quality and effectiveness in order to compete to the established competitors. Eventually, Plushy Milk will become stronger, caliber, dynamic and progressive.

In fact, within the new millennium our business will fulfilled modern manufacturing process. Plushy Milk is able to ensure that quality are consisted at higher standard and will guarantee customers a great price and taste.



## INTRODUCTION.

Plushy Milk Pte. Ltd. is pick as our company name and it is operate as partnership company. The name is choose because of its meaning.

Research and study had been done and the result shows that industry of fresh milk is quite good and has very bright future in Kedah. The demand of fresh milk that not influence by any factor such as seasonal factor will give a constant and higher return. In Kedah, there are few small entrepreneurs that involve in small business of fresh milk. Plushy Milk Pte. Main office is located at:

No. 22, Lorong BLM 1/3,  
Bandar Laguna Merbok,  
08000 Sungai Petani,  
Kedah.

Our office is located near the restaurant, parking lot and there has a road amenity. So, it is convenient to the retailer to find the office, compare to other competitors.

The Plushy Milk Pte. Ltd. will start the operation on 1<sup>st</sup> January 2003. Some factors that influencing us to run this business are this business will give higher return and the demand of fresh milk also higher as Malaysian know the good to drink fresh milk to have good health.