



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

SANEY DADIH FACTORY

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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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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 Provos



SANEY DADIH

EXECUTIVE SUMMARY

From heritage our society had applied product from nature to commercialize the traditional food without mixing any chemical input. Based on that idea this business namely SANEY DADIH FACTORY. Besides that, SANEY is the combination of our partner's name. This business started its operation on 1 January 2003. It's located at Fair Park, Ipoh, Perak Darul Ridzuan.

Our business maintains its priority to gain profit as well as preserving the welfare of society. At meanwhile, SANEY DADIH always gives priority to the residents at Perak. This is to diversifying product from nature as well as to foster research programs that are able to improve our quality and effectiveness in order to commercialize the traditional food. SANEY DADIH always promises to discover the new niche and brings innovation to people. Eventually, SANEY DADIH will become stronger, caliber, dynamic and progressive.

In fact with the new millennium our business had fulfilled modern manufacturing process. We hope SANEY DADIH are able to ensure that quality are consisted at the higher standard and will guaranteed customers confidence to eat our product.



SANNEY DADIH

INTRODUCTION

Our business name is Saney Dadih Factory and we are Partnership Company. We choose this name as our business name from the combination of our partner's name.

From the research and some study that we have done, we found that the industry of dadih at Perak area is quite good and have very bright future. Dadih demand is high especially during school day. In Perak area there are many small entrepreneurs that involve in small business of dadih. We are selling various flavors of dadih such as ordinary, strawberry and chocolate. Saney Dadih Factory's means office is located at :

Saney Dadih Factory ,
73, Jalan Kamaruddin Isa,
Fair Park, 31400 Ipoh,
Perak.

Our Factory is located near the school, residential so that easily find us. All the potential customer can come to us anytime they want because the location is not far to compare with after competitors.

We will start the operation 1/1/2003. Some factors that influencing us to run this business is to commercialize the traditional food where only few in Malaysia produce this product. Besides that, the competitors at the areas are also few. This business also can result a good product in Malaysia from their quality and profit after sales.

For this business purpose is to commercialize the traditional food at Malaysia such as dadih. So, with this reason we decided to produce this product for our factory.



SANNEY DADIH

PURPOSE

Preparing a business plan is important to entrepreneur or who wants to involve in business. It is our first step in our effort to open the business. From the business plan, we can know the strengths and weakness our company. Therefore, we prepared our business plan;

- 🏭 As guideline for managing the business from aspects of administration plan, operation plan, marketing plan, and also financial plan. Beside the provide self-assessment to the entrepreneurship. To objective to the idea and consider obstacles that management prevents the venture from succeeding.
- 🏭 To obtain loan sum RM40 000 from Maybank. It is important to banker who needs the written plans to appraise projection and the venture viability. There provide the financing for the purpose venture.
- 🏭 As basic to evaluate the business performance either it can achieve company objective or not and also development achieve by our company.