

# FUNDAMENTAL OF ENTREPRENEURSHIP



## *Traditional Delight*

*JALAN SURA GATE*

*23000 DUNGUN*

*TERENGGANU DARUL IMAN*

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Lastly, we hope the readers will get benefit our project. Any criticism and suggestion are mostly welcome. "The good things come from God and the worth things come from us."

Thank you.

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## 1. INTRODUCTION

Our company name is Traditional Delight Sdn. Bhd. We are producing all types of *serunding* such as *serunding ayam*, *serunding daging*, and *serunding ikan* and two types of *dodol* such as *dodol pandan* and *dodol gula melaka* and are traditionally made. *Serunding* is a famous Malay traditional food especially when we celebrate Hari Raya Aidilfitri. *Serunding* is a popular because of its unique taste, already to eat and long shelf life because we wrapped it neat and tidily. *Serunding* also can be stored for 6 month from its wrapping date, this food is taken as snack or with *ketupat* when Hari Raya, it is also can be eaten with rice and bread. This food is a processed food derived from coconut, chicken or cow meat or fish fillet, hot chili and other else. We also ensure utmost hygiene condition of our processing plant and we strive to maintain a level of consistency and freshness of our *Serunding*. *Dodol* is also famous Malay traditional foods especially when Hari Raya Aidilfitri. *Dodol* is produces from rice flour, water, *tepung pulut*, *santan*, *gula melaka*, and *daun pandan*.

*Serunding* is suitable to eat with bread, rice, cake, currypuff, popia etc. The industrialist increasing their product of *Serunding* during Ramadhan because the high demand. Many people from other country such as Brunei and Singapore resembling *Serunding* and *Dodol* for their meal.



Figure 1.0: Serunding Daging

Figure 1.1: Serunding Daging, Serunding Ayam and Serunding Ikan

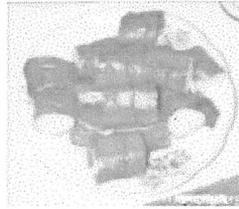


Figure 1.3:Lemang

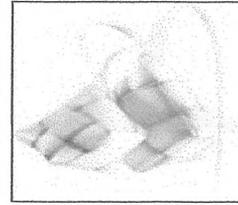


Figure 1.4: Ketupat

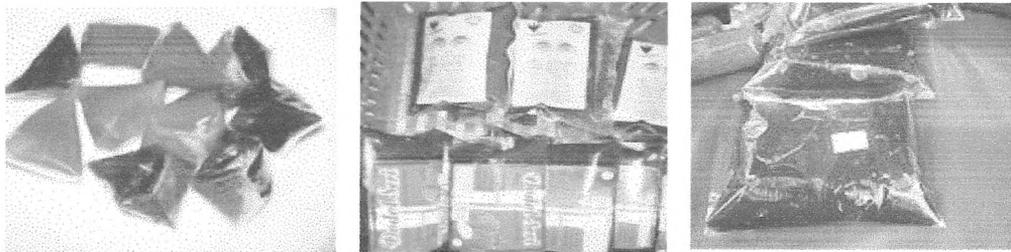


Figure 1.5: Dodol Pandan and Gula Melaka

Our serunding is made from local meat and import meat. Our meats are new and in fresh condition, and our import meat also is from registered supplier. We guarantee that our meat is fresh and clean. In Kelantan, Serunding also known as Serunding Daging Kelantan and there are many main places to produce Serunding and Dodol such as Kampung Laut, Pelekbang, Tumpat Kelantan, Kampung Langgar, Kota Bharu, Kelantan, Pengkalan Chepa, Kota Bharu, Kelantan and Pasir Mas, Kelantan. The main location to produce Serunding is Kampung Laut, Tumpat. Our company location is situated at Jalan Sura Gate, 23000 Dungun, Terengganu. We choose this place because it easier to get our raw material such as meat, fish, chicken, pandan, and gula melaka to make Serunding and Dodol. The date of commencement is January 2009. We are selecting this business because it is part of the Small Medium Enterprise grown by Malay people for local and foreign customers. In addition, we automatically introduce the Malay food and Halal food for international market. Besides that, the capital of the business is not in a big scale because easier to get raw material and deal with our dealer. The demand for this product is high from Peninsular Malaysia, Sabah and Sarawak and Singapore. We are also confident and motivated to propose this as our business because we know Serunding and Dodol has it own value to our Malaysian and has a big future prospect for international market.

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