

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP  
ETR 300

***“SATAR AND OTAK-OTAK”***

**SATAR AND OTAK-OTAK  
NO. 1860-2, JALAN KUALA KEMAMAN,  
KAMPUNG GELIGA,  
24000 CHUKAI, KEMAMAN,  
TERENGGANU DARUL IMAN.**

**Prepared for:**

**Prof Madya Puan Norsidah**

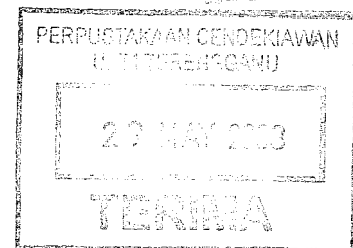
**Prepared by:**

**Nur Syazana Ahmad Alimi - 2005157332  
Nurul Hani binti Ma'amor - 2005157915  
Nur Azima Mat Jusoh - 2005157730  
Nursyazwani bt Mohd Jamil - 2004353372**

**OMD50C**

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Unit Perkhidmatan Maklumat  
Perpustakaan Cendekiawan  
U.T.M. Terengganu



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Truly,

Nurul Hani Bt. Ma'amor (2005157915)  
Nur Syazana Bt. Ahmad Alimi (2005157332)  
Nursyazwani Bt. Mohd. Jamil (2004353372)  
Nur Azima Bt. Mat Jusoh (2005157730)

Unit Perkhidmatan Maklumat  
Perpustakaan Cendekiawan  
UiTM Terengganu

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## Executive Summary

Our company has been named by Tradisi Warisan Sdn. Bhd. The nature of our business is manufacture and distributes Terengganu traditional foods that are 'Satar and Otak-otak'. The location of our company is at the Kampung Geliga, Kemaman. We rent the premise and our address is No. 1860-2, Warong Aziz Satar, Jln Kuala Kemaman, Kampung Geliga, 24000 Chukai, Kemaman, Terengganu Darul Iman.

In manufacturer strategy, our company attract more customer by adds attractive accessories and put the striking color at our company such as yellow. In the price strategy, we offer the customers with free gift of Satar and Otak-otak when they by it above than RM50.

We have 12 manpower planning consists of General Manager, Finance Manager, Operation Manager, Sales Manager, Sales Boys, Wrap/Grill person and maker person. Each position in manpower planning has their own main tasks.

The objectives of the company are to establish an internal standard production for traditional food (Satar and Ota-otak) product in Malaysia. We also want to sell at least half of the foods within a day of operation and want to indentify and overcome any factors that can support the operation, quality and quantity of the products.

## CHAPTER ONE

### *Introduction*

Our company has been named by Tradisi Warisan Sdn. Bhd. The nature of our business is manufacture and distributes Terengganu traditional foods that are 'Satar' and 'Otak-otak'.

Foodservice provides a wide scope of business opportunity for a persistence and dedicated entrepreneur that involved in the industry. Our main business objectives are to produce our local product at Terengganu to whole Malaysia. 'Satar and Otak-otak' is one of the famous local foods among east coast citizen. Beside that, this Sata and Otak-otak also benefits us in terms of increasing the family income, and introduces our country in the eye of the world.

Furthermore, Satar and Otak-otak are popular with their high quality of taste and very delicious. That's why the tourist from outside and inside this country is very interested and satisfied to have this kind of traditional foods. Other than that, there are also the limited numbers of people who have the skills to produce the Satar and Otak-otak.

There are many factors that drive us to take risk entering this industry and involved actively in entrepreneurship activities. First we select this business is also because the dream of us to commercialize local food. Second is because this item not familiar among Malaysian citizen and to promote this item to tourist whether local or international people.

The future prospect for our business is to become the well manufacture and distribute 'Satar and Otak-otak' in the foodservice industry. Furthermore we can commercialize the local food around Malaysia.

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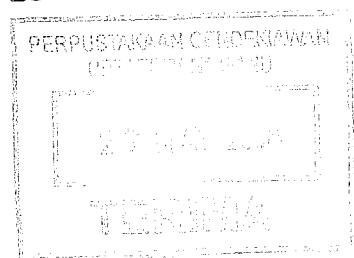
Business plan for Satar and Otak-otak / Nur Syazana Ahmad  
Alimi...[et.al].

Executive Summary

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