



MARA UNIVERSITY OF TECHNOLOGY
DUNGUN CAMPUS, TERENGGANU

ENTREPRENEURSHIP
(ETR 300)

SPICES AND HERBS PARADISE

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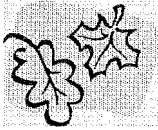


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SPICES & HERBS
PARADISE

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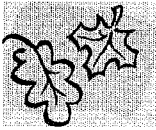
COMPLEMENTATION

Assalamualaikum...

First of all, we would like to express our thanks to Allah S.W.T for the authority .Then ,we could finish and complete our business plan and also deeply grateful to our dearest ETR 300 lecturer ,MR. Farouk B. Zakaria who guide us to finish our project .She also gave us lot of instruction and information completes this project paper.

Besides that we want to take an opportunity to thank to Encik Nasuha bin Kasian , the owner of herbs and spices factory in Muar, Johor and also her staff for their co-operation .Without their help and support ,it is difficult for us to complete this business plan.

In finishing this business plan ,there are a lot of experiences and acknowledgements that we got which help us in the future especially when we want to open our own business.



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1.0 INTRODUCTION

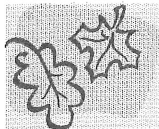
The spices and herbs paradise is operating as one of the marketing company that focus on selling herbal and spices product. The objective of our business is to introduce for our new generation to be more concern about the important and function of herbs and spices. It is in form of fives partner base on partnership rules.

We have chosen this business because due to research we found out that most of people are really concern about it but majority of them prefer to take a short cut by taking medical herbs or other kind of medicine.

Our company started at Batu 7 Jalan Muar Pagoh, 83400 Muar, Johor. It is not far from the city center. The Spices and Herbs Paradise was set up on 1 St January 2002.

In addition, the Spices and Herbs are essential ingredients to a gourmet's concoction of a gastronomical meal for a feast. The flavors and aromas of dishes depend very much on spices and herbs. The choice of spices and herbs determines the changes in taste to a particular food.

Thus, we are confident in this business since there are a lot of demands on herbs and spices product each year. So venturing in this kind of business can be said to have a high business potential in the coming future.



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ETR 300-489



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Business plan for Spices and Herbs Paradise : selling herbal and
spices product / Norhasanah Yaakub...[et.al].

Darul Takzim, Malaysia
37145

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