



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

“DOZEN SEAWEED ENTERPRISE”

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1.1 EXECUTIVE SUMMARY

Nowadays in industry especially, there are many types of business. Businesses are differentiated in term of what they can provide to the customer. Because of that, in order to open up a new business, we need to look at many aspects to choose the best business structure that suits you. By that, we have chosen a type of business that called partnership organization business. Partnership is unincorporated business. The General Manager, Admin Manager, Marketing Manager, Operation Manager and Financial Manager are the shareholders who run this type of business. Partnership play the main role in this business by distributes all profits and losses to their shareholders without regard for any profits retained by the business for cash flow purpose.

Because of that, we are intended to open up a business by establishing a DOZEN SEAWEED ENTERPRISE which sells product that is made from seaweed. Our company establishment will be located at Taman Sampaul, Semporna. This location is very suitable for us because this place is close to our main need which is seaweed. Other that, it is also strategic because most of people in Semporna are intends to shop at Taman Sampaul. High population also is one of the factors.

DOZEN is the word which inspired of the entire member partner name, while SEAWEED is from the product that we are intended to sales. Our company plan to build strong market position and aim to produce product at competitive price to meet the demand of the middle to higher income level of people in the local market area residents and tourists.

We decided to do this type of business because we want to find something different to produce a product toward the people. There are some factors that influencing us to choose this type of market and it is because we know that nowadays the demand of the product which is made from seaweed are higher. One day maybe there will be more entrepreneur will be open this business but here meanwhile there is not many people are selling this type of product, we want to be the early entrepreneur that is open this business. Here also in order to keep our reputation of shop are still maintain because we can foresee that if the customer is always buy the product from us, of course we can expect that they will be loyal towards the product that produce by our shop. Next, here also we are targeting many people because our shop is located in the strategic area where all people can easily come.

Besides, we want to serve our customers with different type of seaweed product that they will never experience for the other products. We will serve them with the multi-purpose which is Pure Marine Collagen and Pure Marine Collagen soap products. We also want to target many people to come to try our product because of the effectiveness of our products.

We will offer seaweed products for our customer to enjoy. We believe that our business has a potential to success, this business plan will commence around September next year and will be the first seaweed shop in Semporna. If this proposal has been approved by respective bodies, people near Semporna will get enjoy to our beneficial and healthy seaweed products.