



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

EZ PRE-PREPARED PACKAGE FOOD

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05 OCTOBER 2000



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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

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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

MOHD. AZHAR OSMAN

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Introduction

Nowadays, almost people in Malaysia including women working in many sector, such as industrial, public and private sectors. They are actually very busy in order to achieve their objective and to make their life better. Because of this, especially women here no enough time to cook, but they still want to get together with their family.

So, to fulfill and solve the problems, we take advantages on this problem to form a business called EZ which produce pre-prepared packages food. We called it as ‘EZ package food’. Actually, suitable with its name, our concept is ‘easy and delicious’. So by having this, our product is assumed can solve the problem of the busy person especially the women. Our product is easy to prepare in a pack before sell it.

It also not takes a lot of time of a person in preparing of food. The main foods that we produce are the daily meals such as meats, chicken, and fish. Eventhough, the we realize that the customer might have any other alternative such as buy cook that already been cook, eat outside or cook in traditional manner but our product is different and better than other alternative. It is a fresh food and it likely to eastern food, and it comfortable with the taste of the people as daily meals. Besides that, even we prepared all the ingredients but the people can change it according to their taste.

Objective

The preparation of Research Proposal (RP) is in purpose of as a guide line from the administration, marketing, operational and financial aspects. It also is to convince the parties involved in order to help our business successful. This RP in prepared for the reference of these parties:-

1. ETR 300 Lecturer

Actually this report is prepared in order to fulfill the syllabus of subject of Entrepreneurship (ETR 300). ETR 300 is one of the subjects in Diploma in Public Administration program. This RP is prepared according to the theories teach by our lecturer and it elaborated by aplicated it in practical.

2. Management Level

As a reference if there is problem occurs in the business because it stated all analysis about management such as administration, marketing financial. It also help the organization in making of analysis in determined the profit forecast is reasonable with the capital invested and foresee the potential of the development of the business.