

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

BORNEO SERUNDING ENTERPRISE

PREPARED BY :

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1.0 Product definition

Serunding ikan is made by grinding and mixing fish with certain local spices, fried with coconut milk and packed in polythene bags. It is delicious as 'fillings' for sandwiches and curry-puffs and complements pulut and lemang eating occasions.

Status of the Industry

The production of serunding is not a new preparation. It has long been in existence but unfortunately production is on home basis, normally produced during festive seasons. Beef serunding is the most popular whereas serunding ikan in fact is a new preparation and only certain country in Peninsular Malaysia is engaged in its production. Like beef serunding the production system of serunding ikan have scope for improvements. Accurate statistics pertaining to its output is not available. However in view of its market potential, due to its varied utility, it is a big chance for us to manufactured and marketing the serunding ikan in Borneo in order to promote and improve the market potentiality. If the proposed manufacture of serunding ikan is undertaken it could be accepted as one of Malaysia's leading delicacy in the near future.



1.3 PURPOSES

The purposes of preparing this business plan are:

- i. to apply for loan or financing facilities from relevant financial institutions.
- ii. to know and estimate the costs and sales of the business.
- iii. as a guidelines for the management department to supervise the business progress.
- iv. to allocate the business resources as efficient as possible.
- v. good prospect of income in the long run.
- vi. to fulfill the surplus of *Serunding ikan* as a food demand with the consistent supplying.
- vii. to allocate the business resources as efficient as possible.
- viii. to stimulate the new ideas and well managed effort towards the successful life as entrepreneurs.
- ix. to understand how to initializing the business and maintaining the business in gainful position.



1.4 BUSINESS BACKGROUND

Name of Business : BORNEO SERUNDING ENTERPRISE
Address : **Kg. Roun Tuaran.**
Po Box 310
89207 Tuaran Sabah.
Tel.No. : Yet to be registered
Fax No. : Yet to be registered
Form of Business : Processing Serunding from fish.
Main Activity : Supply of *Serunding Ikan*.
Date of Registration : In progress
No. Of Registration : In progress
Date of Commencement : May 2009
Initial (own) Capital : 20,000
Total Capital : 100,000
Name of Bank : AGRO Bank.

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2.0 ADMINISTRATION PLAN

Vision of organization

- i. To be the biggest Halal *serunding ikan* manufacturer and supplier in Sabah.
- ii. To increase the varieties of food in Sabah.
- iii. To be the main sources of Halal *serunding ikan* in Sabah.
- iv. To expand our business by multiplying branches and product through entire nation.

Mission of organization

- I Producing high quality of Halal *serunding ikan*.
- II To earn maximum profits as much as can.

Objectives

- I To achieve high profit.
- li As one of entrepreneurs which can succeed in processing and supply of Serunding.
- lii. Produce Halal food for all community level.